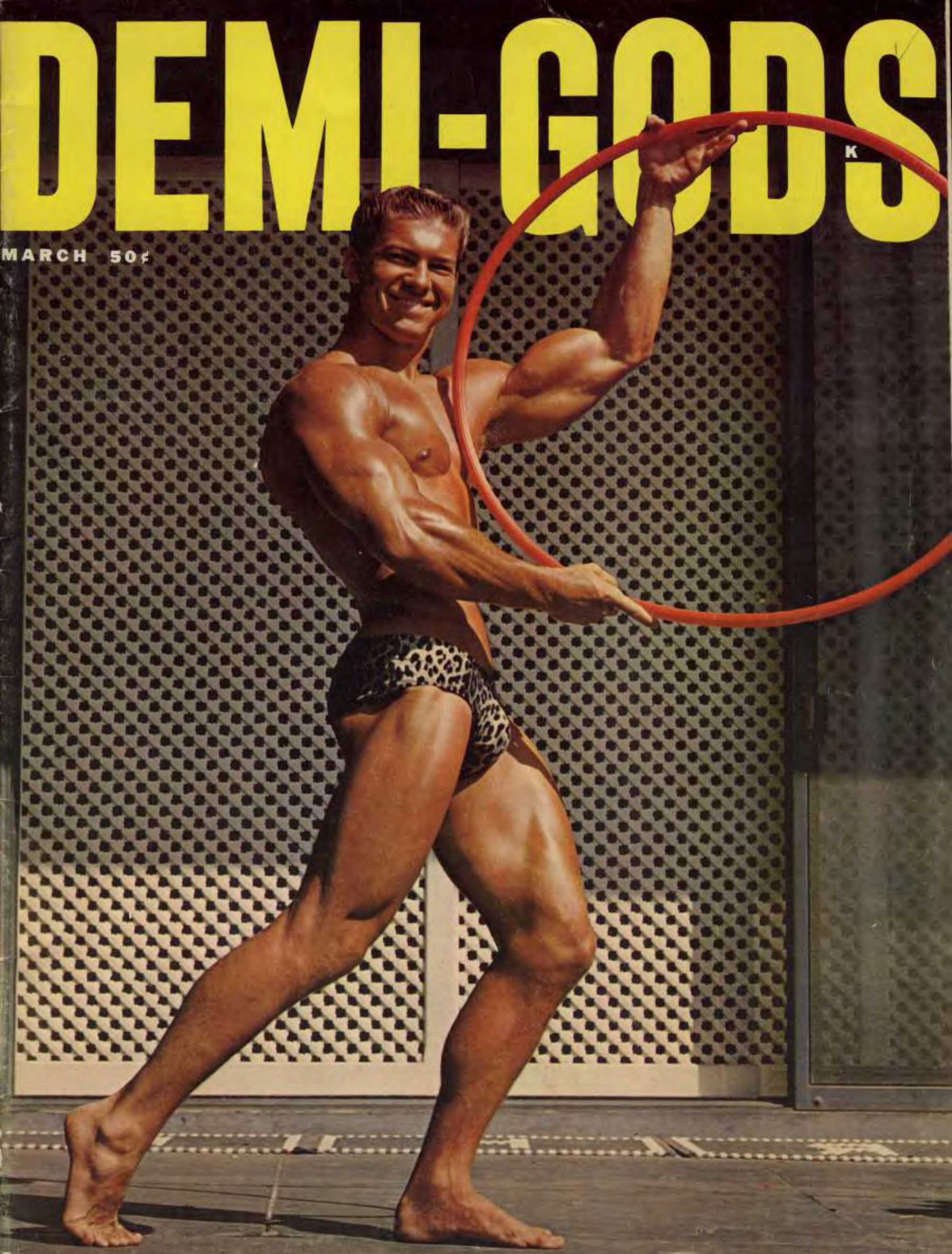
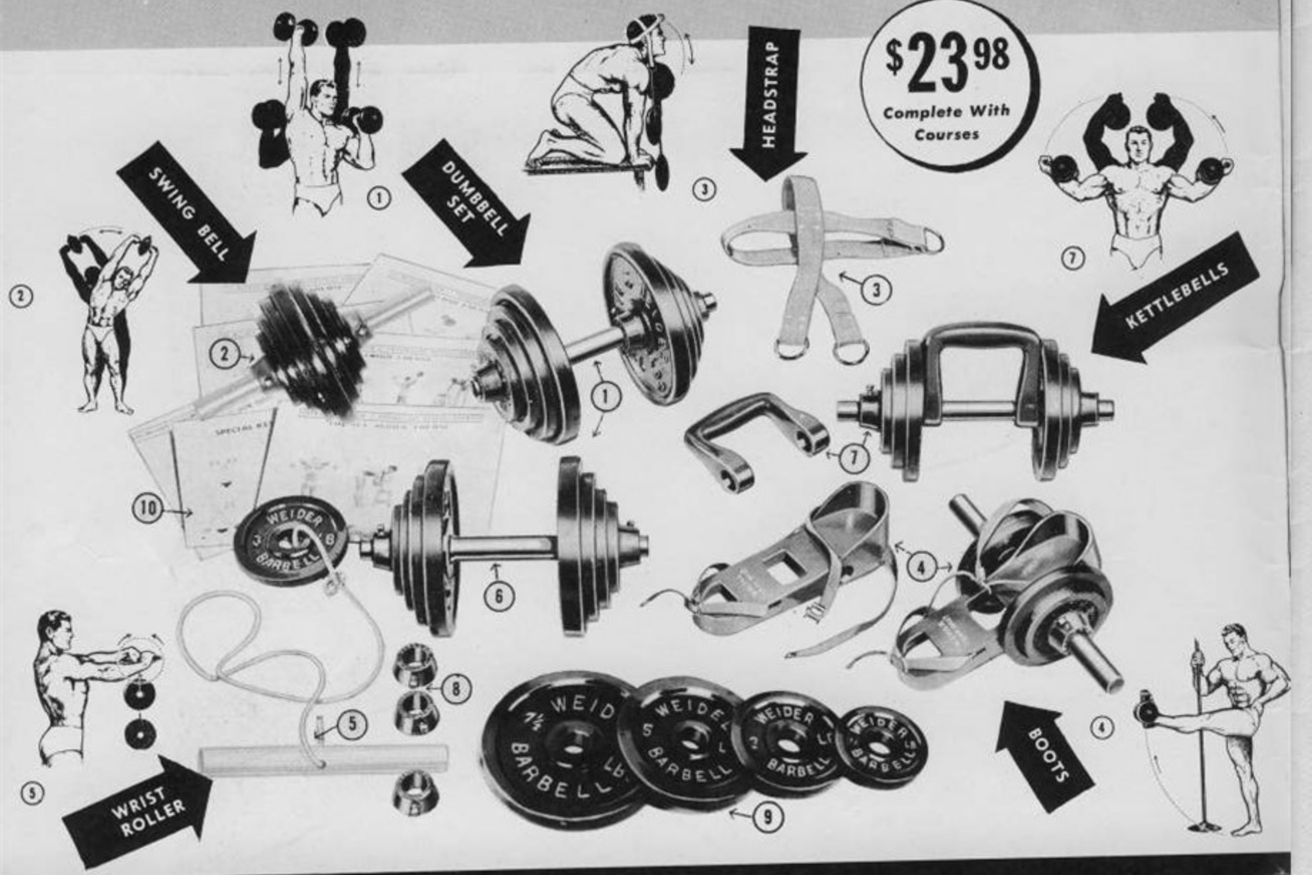
# DEMI-GODS

MARCH 50¢



# Weider's "HOME GYM DUMBBELL SET"

## A Dumbbell Combination Gym Set of Unusual Merit and Value




**THE BEST INTERCHANGEABLE "HOME GYM DUMBBELL SET" YOUR MONEY CAN BUY**

IF YOU train at home and don't have enough room to use our larger Home Gym Sets, shown on the back cover of this magazine then we recommend this amazing combination dumbbell set. Compact and versatile, you can perform an endless variety of muscle building exercises with this outfit in a limited space and store conveniently when not in use. Gives FAST RESULTS — only 30 minutes a day, 3 times a week for full benefits. You will pack on many pounds of bodyweight and muscle on the arms, chest, back, shoulders and legs; improve your physical appearance and gain new self confidence. Perfect for women, older men and children, too. Can be converted at any future time into gym set shown on back cover at nominal cost. Positively GUARANTEED as the BEST Home Gym Dumbbell Set at any price!

**MAIL THIS COUPON**

**MR. AMERICA BARBELL CO.** Dept. D
801 Palisade Ave. Union City, N. J.

Dear Joe:
I want to take advantage of this great offer of convenient Home Gym Dumbbell Training and build a powerful physique at home FAST! I understand that I must get results or I can repack the outfit and send it back for a refund in one week! I enclose $23.98 in full payment.

Name .....
Address .....
City..... Zone.... State.....

**(Price is FOB our Warehouse. No COD's can be accepted)**

CANADIAN CUSTOMERS . . . order direct from **Weider Barbell Co.**, 2875 Bates Road, Montreal, Que., Canada.

CANADIAN PRICE add $5.00 to list price

**HERE'S WHAT YOU GET:**

**1 DUMBBELL SET.** Use it to build your body from all angles. It will add muscular inches to your arms, chest, back, legs and abdomen.

**2 SWINGBELL.** Stimulate vital power in lower back and waist. Helps digestion, keeps mid-section trim and helps reduce overweight.

**3 HEADSTRAP.** Develops a strong large, impressive neck. Gives you that "masculine" appearance. Eliminates a weak, double chin.

**4 IRON BOOTS.** Strengthens legs and mid-section. Removes overweight from waist, thighs and hips. Gives energy and pep for all sports.

**5 WRIST ROLLER.** Develops a strong, muscular forearm, with a grip of steel. Have a masculine handshake and gain respect of others.

**6 REVOLVING DUMBBELL SLEEVES.** For extra smooth exercise performance. Relieves unwanted grip strain. Makes exercises enjoyable.

**7 KETTLEBELLS.** Specifically created to develop broad, lifeguard shoulders. Gives manly posture and impressive he-man appearance.

**8 MODERN DESIGN COLLARS.** Hold plates securely. Fast changing. Attractive baked enamel finish. High quality metal, life-long threads.

**9 PRECISION MADE PLATES.** Made to last a lifetime. Cannot crack or chip. Baked enamel finish.

**10 EXERCISE CHARTS.** Over 50 exercises posed for you by a famous bodybuilding champion. Each movement clearly and thoroughly shown.

***PLUS** personal training advice whenever needed for LIFE!*



*March 1961* *Volume 1* *Number 1*


# DEMI-GODS

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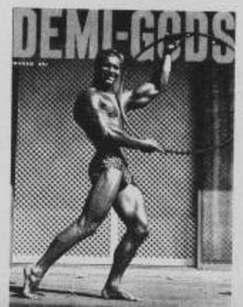
* DEMI-GODS is published by "The Bodybuilder Publications, Inc." 801 Palisade Avenue, Union City, New Jersey. Subscription price, $3 for six bi-monthly issues.

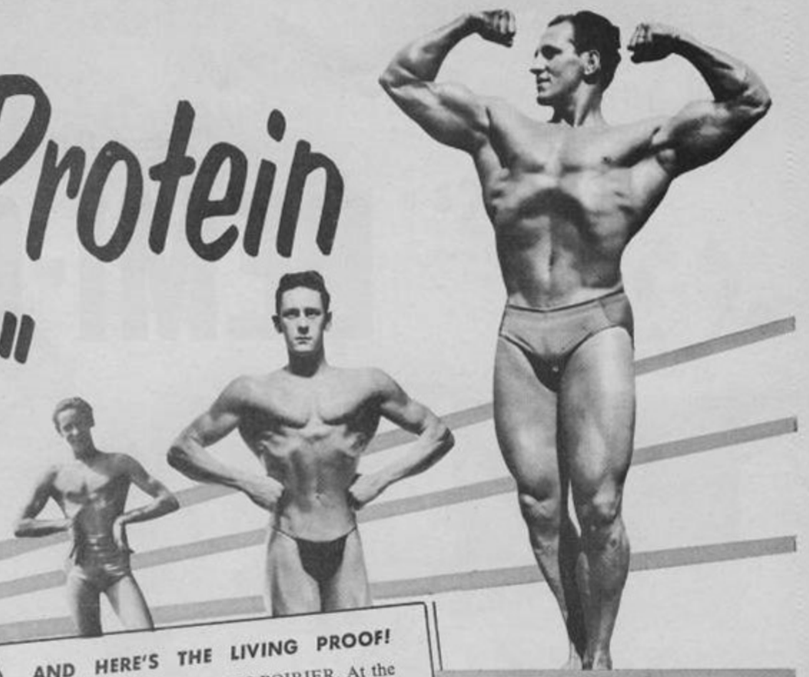

**ON THE COVER . . .**

LARRY SCOTT

Ektachrome by Milo of Los Angeles



# Super Protein "90"

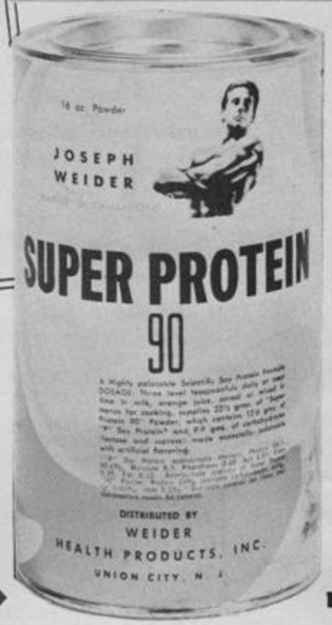


GROWS MASSIVE MUSCLES FASTER

**AND HERE'S THE LIVING PROOF!**

THIS is my pupil, GILLES POIRIER. At the left you see him a weak, run-down lad weighing but 109 at a height of 5' 5" — with puny 10" arms and a weak, shallow 34" chest. Now take a good look at his "after" picture. What a *transformation!* What a *build!* Look at those "yard-wide" shoulders — that mighty chest — those 18" steel-muscled arms and powerhouse 26" thighs!

This is a modern miracle created by WEIDER. A dream far beyond his *wildest* dreams has come true for GILLES POIRIER.




**HOW DID IT HAPPEN?**

Like all champion bodybuilders, Gilles Poirier learned that a *Mr. America* physique can be built *only* through a program of *heavy weight training* coupled with a *diet rich in nutritious foods* which is *supplemented with concentrated protein* in tablet or powder form.

**JOIN MY ARMY OF CHAMPIONS!**

I recommend for you, as I did for Gilles, the training system used by ALL the MR. AMERICA'S — the WEIDER SYSTEM OF BARBELL TRAINING . . . PLUS . . . SUPER-PROTEIN "90" — the protein food supplement containing ALL the MUSCLE BUILDING FACTORS which convert your undeveloped body into massive, muscular proportions FAST!

SUPER-PROTEIN "90" *tastes like candy*. It is available in tablet or powder form in delicious flavors . . . orange, vanilla, chocolate, licorice or natural. Use the powder in foods — stews, meat loaves and in milk and fruit drinks. Use the *tablets* between meals and during workouts to give quick energy for rugged workouts.

**JOE WEIDER**
Trainer of the Champions, says: "Take ENERTOL — let it help you build STRENGTH — ENERGY — VITALITY — ENDURANCE — MUSCLE POWER."

*Save ...* Get it in 3 money-saving sizes — 1 month supply $4.95 — 2 month economy size $9.50 — three months RESULTS GUARANTEED size $13.50.

**SUPER PROTEIN PRODUCTS**
801 Palisade Ave., Union City, N. J.

Dear Joe:
You bet I want to try your new Super Protein right away and see for myself how FAST it will help me to build bigger muscles. Rush me the size, flavor and type checked below.

I enclose $..... in full payment.

Send me: ☐ Powder ☐ Tablets
☐ 1 month $4.95 ☐ 2 months $9.50 ☐ 3 months $13.50
☐ Natural ☐ Chocolate ☐ Vanilla ☐ Orange ☐ Licorice

Name .....
Address .....
City ..... Zone ..... State .....

We prepay all Shipping Charges.
**CANADIAN CUSTOMERS** can order direct, from Weider Food Supplements, 2875 Bates Road, Montreal, Que., Canada.




# HERO STUFF!

*The plain man is the basic clod*
*From which we grow the demi-god;*
*And in the average man is curled*
*The hero stuff that rules the world!*

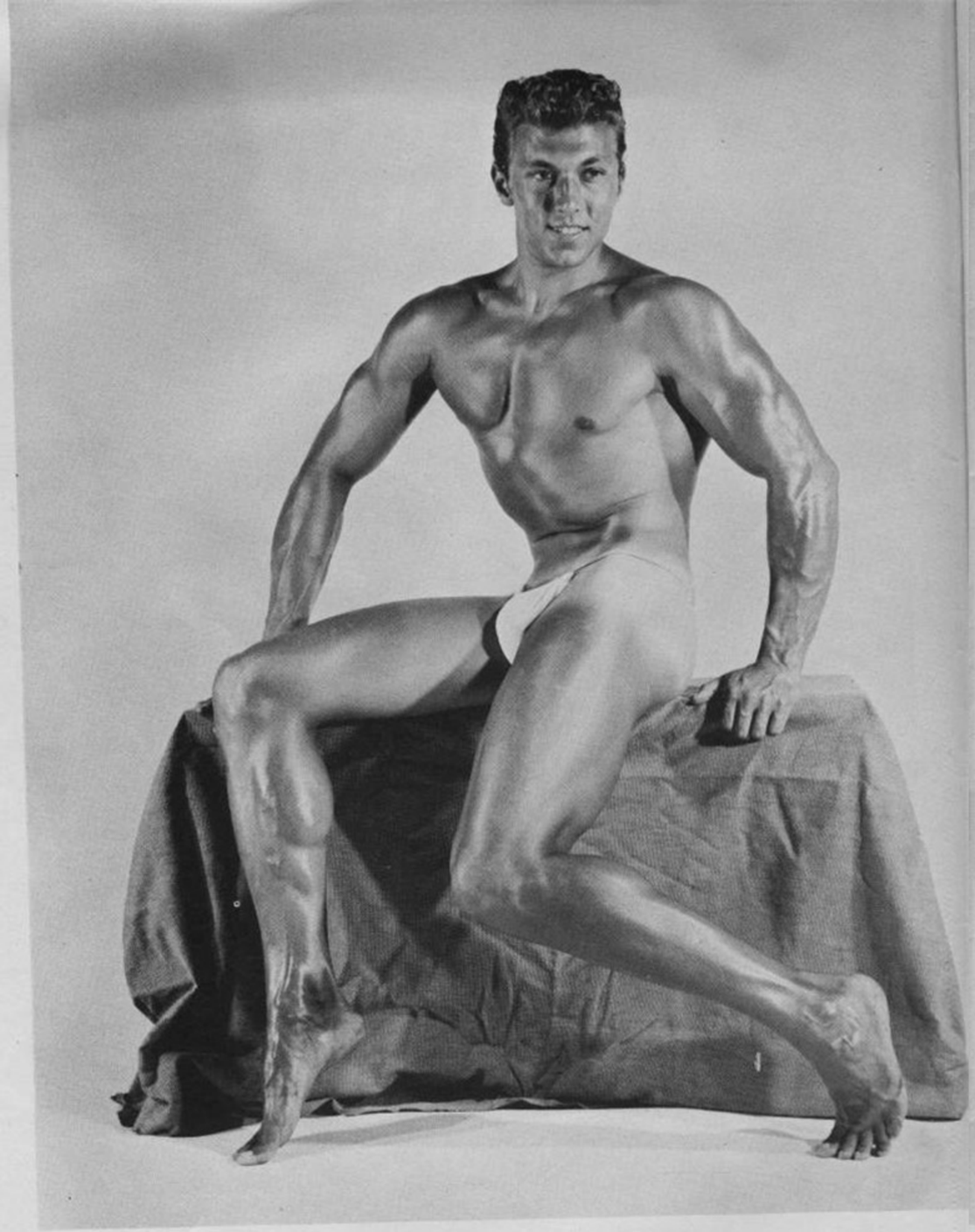
★ These powerful words by Sam Walter Foss keynote the purpose of **Demi-Gods.** While **Muscle Builder** and **Mr. America** bring to Mr. Foss' "basic clod" the technical side of bodybuilding, we believe that a physique pictorial such as **Demi-Gods** will better serve to focus in his mind's eye the **type** of muscular ideal possible to a man of his specific bone structure and height.

And what a wealth of physique ideals we shall present! Here in **Demi Gods** the "average man" of Mr. Foss' lines will discover outstanding young bodybuilders of his own physique type who will inspire him to heights of muscular greatness. Whether he is by nature the Herculean, Davidean or Apollonian type, he will find in **Demi-Gods** those who have made the most of their physical heritage . . . demi-gods who have reached the pinnacle of physique fame, each in his own way, and symmetrically, in accordance with his natural gifts and limitations.

With the availability of bodybuilding techniques taught so brilliantly in **Muscle Builder** and **Mr. America** magazines—with the assurance that in every man are godlike possibilities of which he may be presently unaware—and with pictorial inspiration ever before him in **Demi-Gods,** he holds the key to muscular greatness. In such a man, as Mr. Foss tells us, "is curled the hero stuff that rules the world."

We welcome the opportunity of pointing the way. •

JOE KRONSBERG (*Western Photography Guild*)

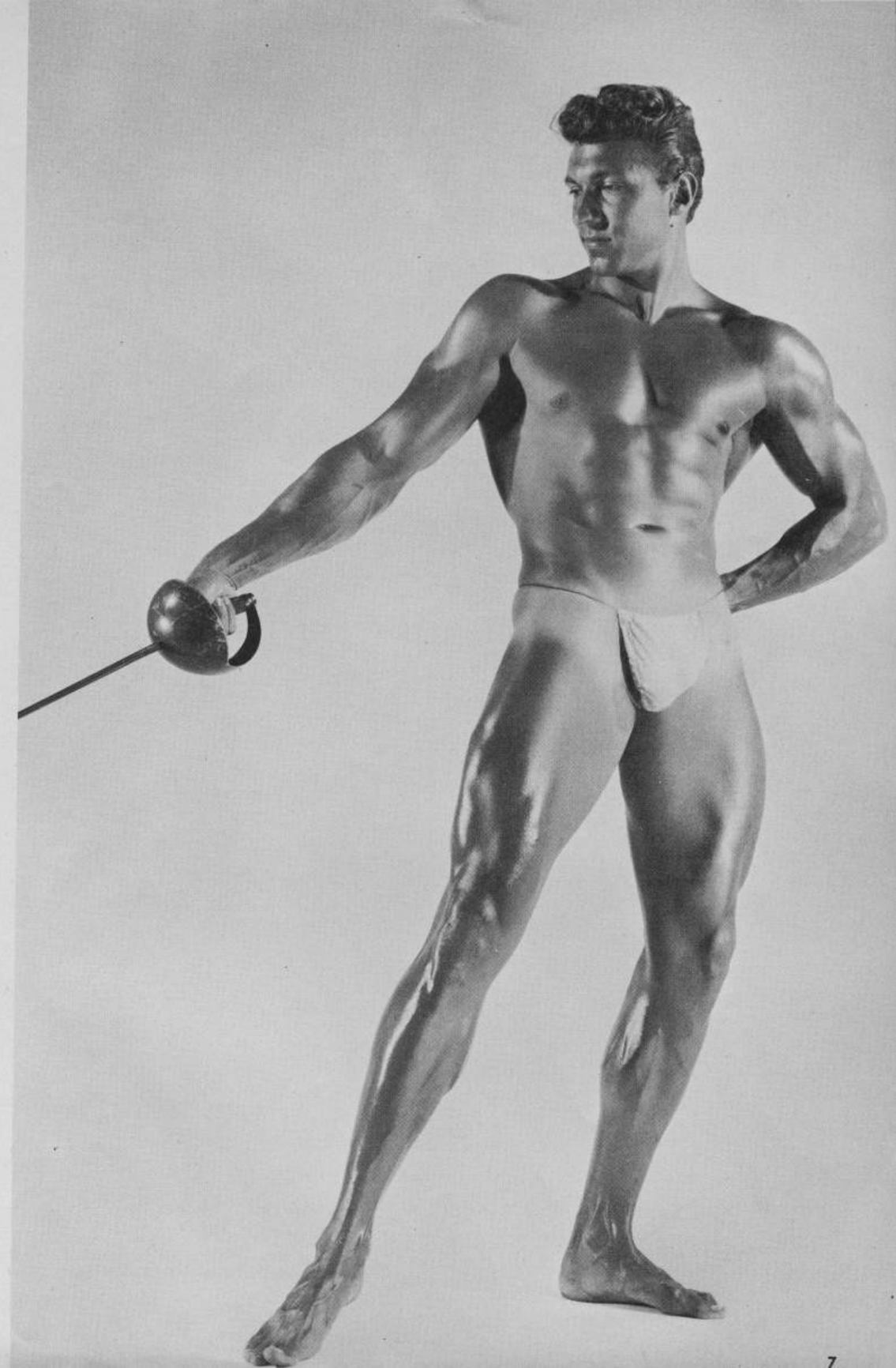


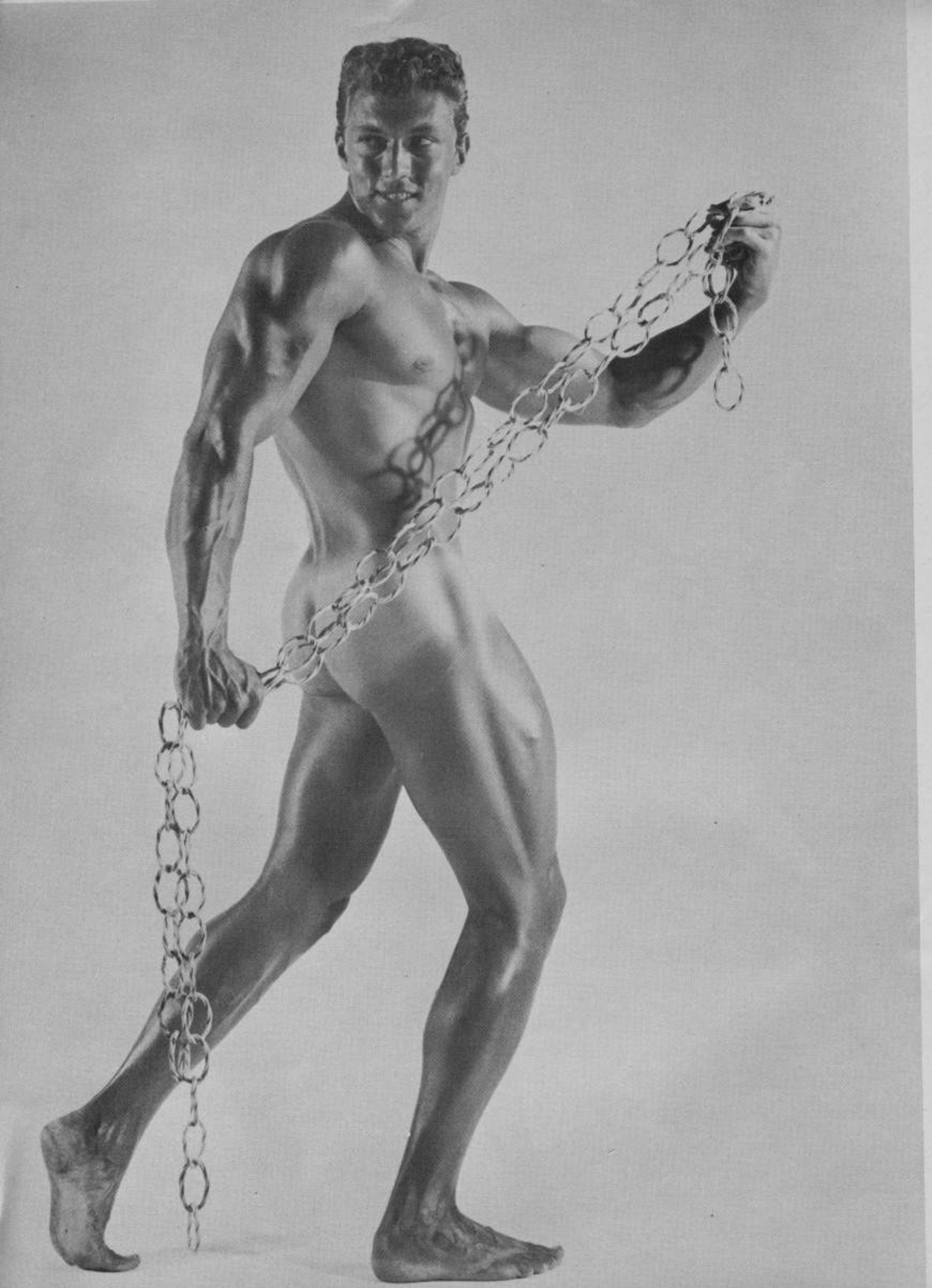
## THE IMPORTANCE OF BEING "ERNST"

★ In last's month's **The Young Physique** we presented Milo's beautiful studies of Bernie Ernst, noting that Bernie has that most important asset of successful modeling—the ability to suggest a completely different personality with each different pose. If you will compare those pictures with these just made by Bruce you will discover for yourself this mercurial fluidity.

Standing 5' 10" and weighing a solidly muscular 175, this young demi-god epitomizes the Apollo physique. •

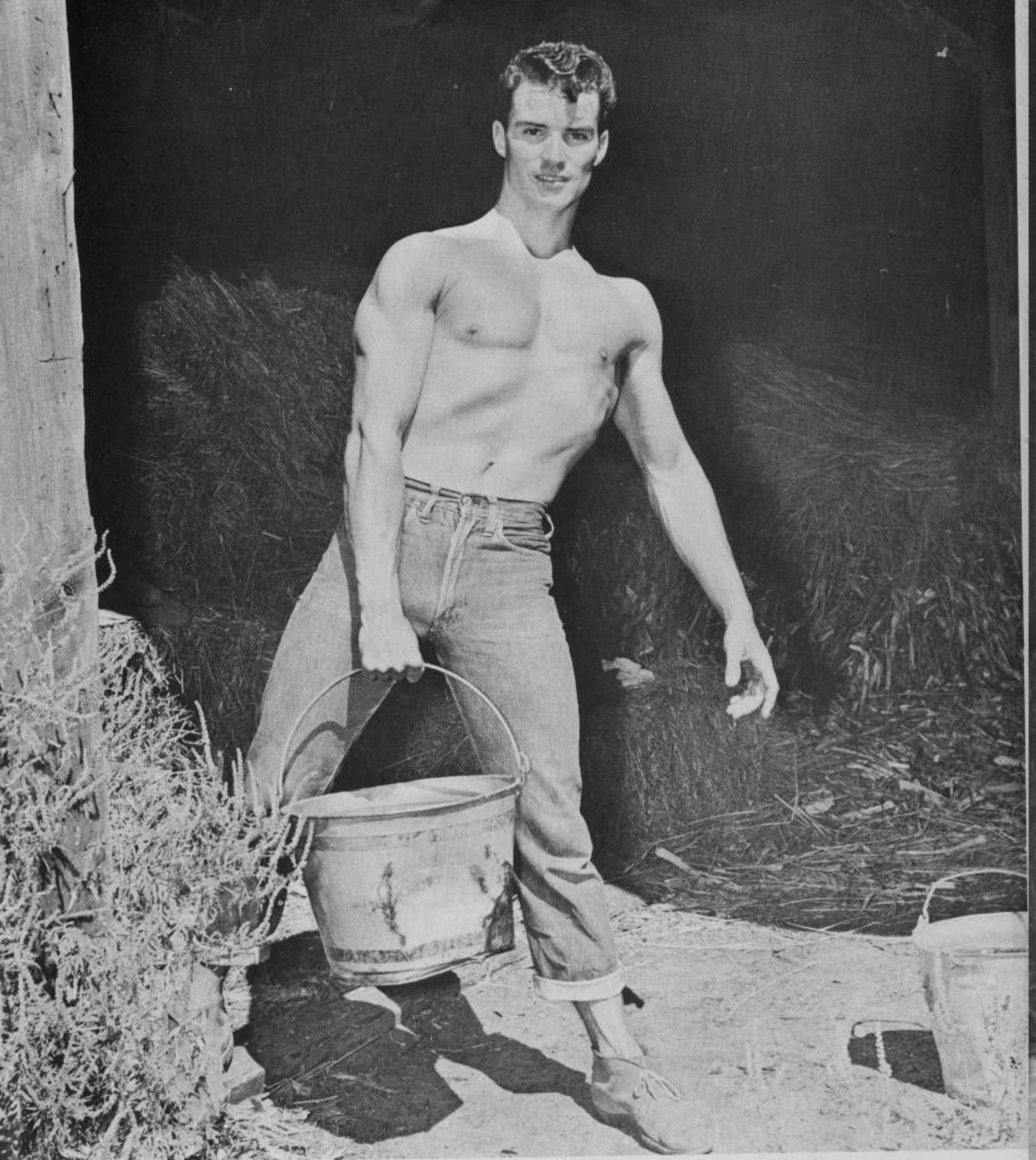






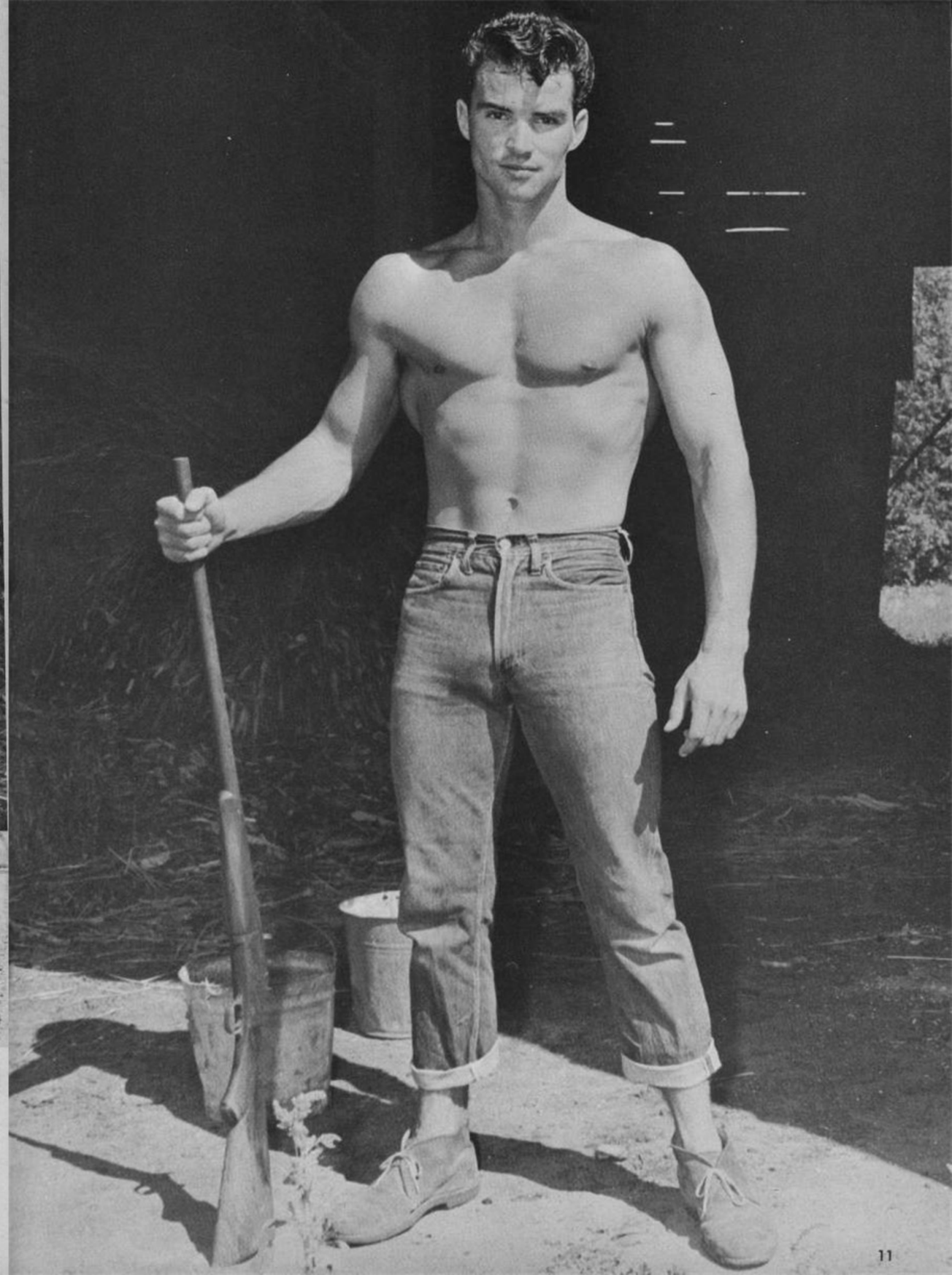
## DEMI-GOD AT WORK

★ Dr. Glenn Bishop's schedule is a rugged one. Five days each week are spent in hard study for his M.D. degree, while his nights are filled with a busy practice in his chiropractic clinic. That's enough work for **two**



mortal men, you'd say. But for this young demi-god it's just a warmup for a dawn-to-dusk weekend workout on the farm where Glenn tills the soil, milks cows, drives a tractor, wars on rodents and performs all the myriad tasks that make up farm life. Here is Dr. B making hay. •

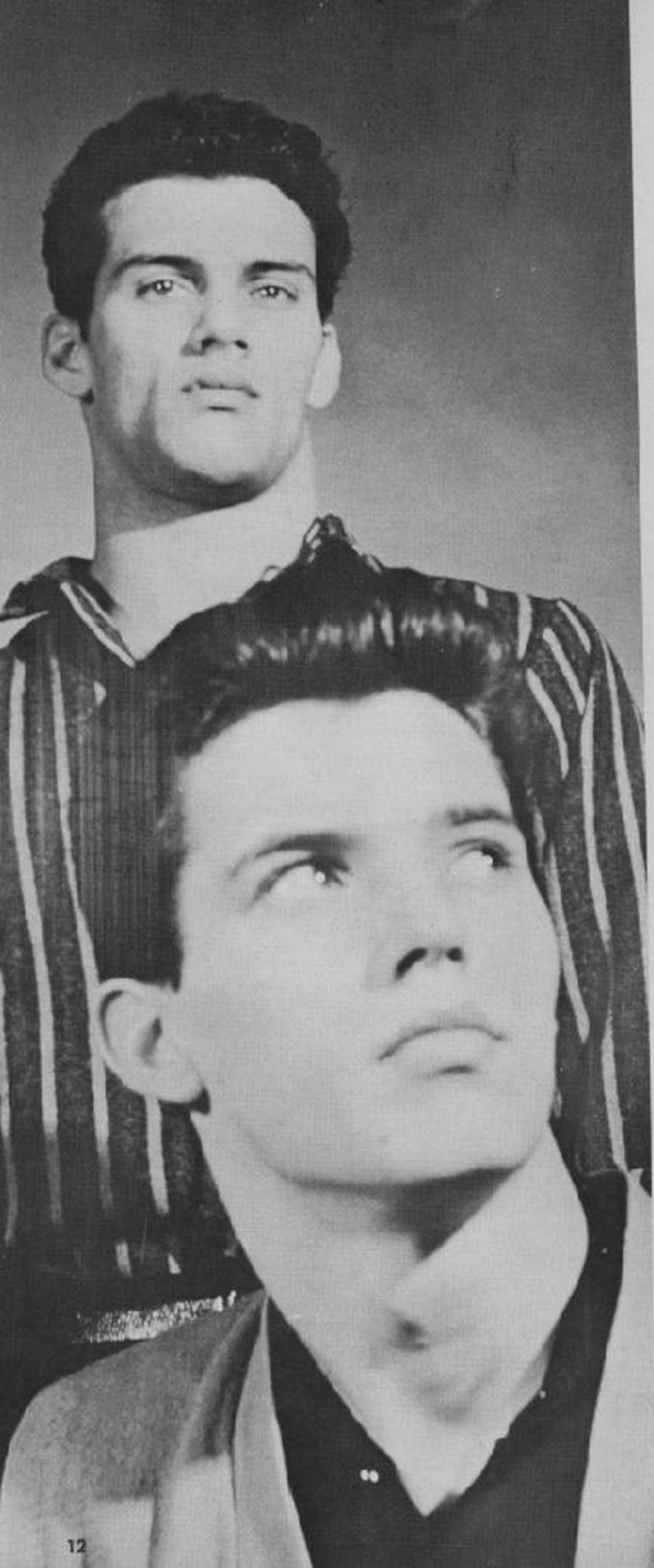


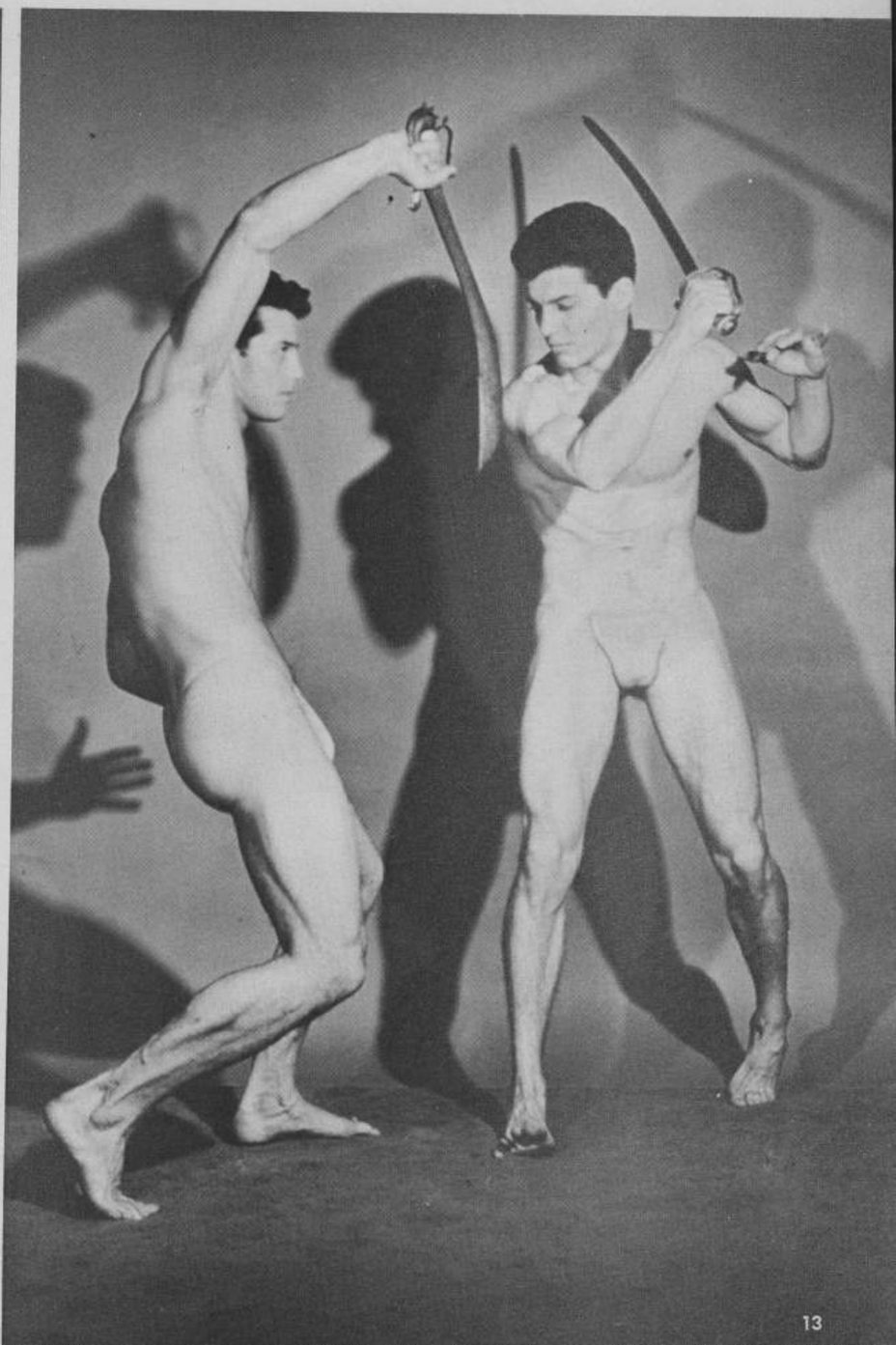


# BROTHER ACT

★ When Ace Dancer made his debut in the August issue of **The Young Physique** your response was so terrific that we scheduled a reappearance for our first issue of **Demi-Gods.** Then **Master Physique,** Ace's photographer, surprised us with still another Dancer—Ace's 19 year-old brother, John—in a series of breathtaking dual poses.

Here are some, and we know you'll like John Dancer as much as Ace. •





RODEO VICTOR

THE DEMI-GOD IN ART .....

★ George Quaintance had a special gift for divining godlike depths and soundings in men and all his paintings are imbued with this inner third dimension. Invariably his models were scaled to the heroic and characterized by majestically-rounded deltoids . . . swelling pectorals . . . and a wedgelike torso-form tapering dramatically into a trim waist and

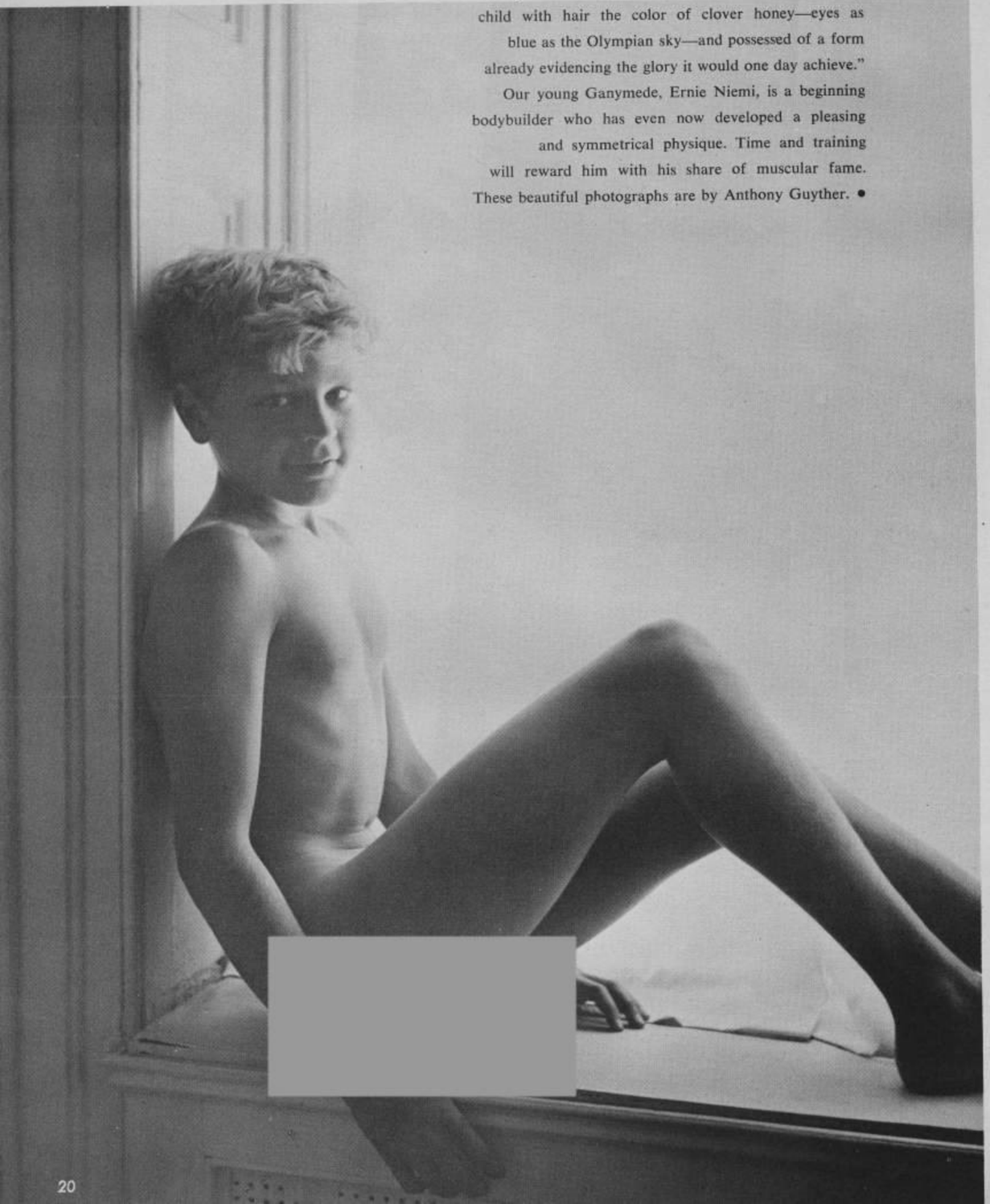
ROMAN SOLDIERS AT BATH

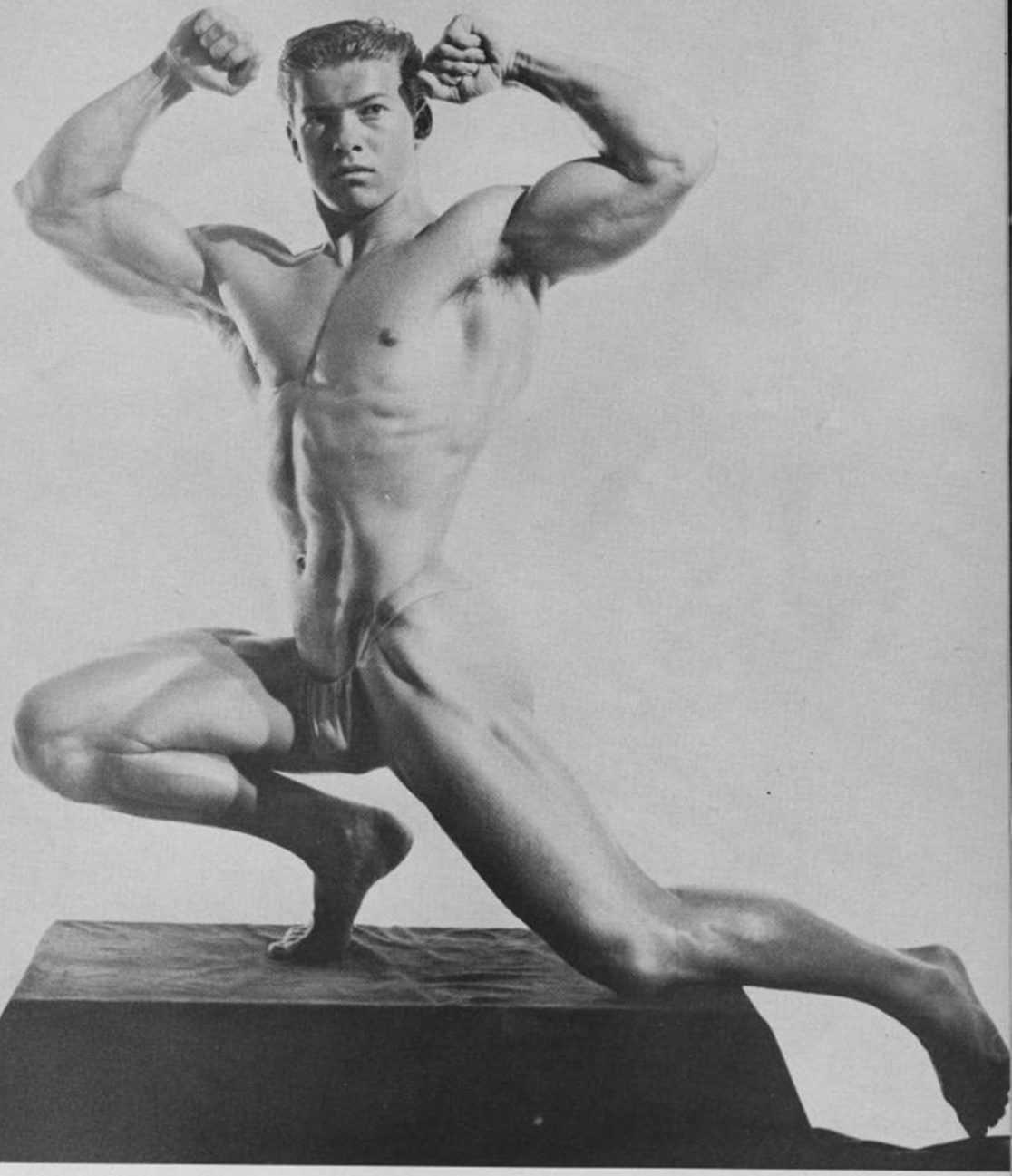
thence into powerful thighs and calves.

Three of his paintings are reproduced here in our "wee-o-ramic" process for your enjoyment and in memory of our dear friend who died four years ago. ●

# GANYMEDE

★ As successor to Hebe, cup-bearer to the gods, legend tells us that Ganymede "was a beautiful child with hair the color of clover honey—eyes as blue as the Olympian sky—and possessed of a form already evidencing the glory it would one day achieve." Our young Ganymede, Ernie Niemi, is a beginning bodybuilder who has even now developed a pleasing and symmetrical physique. Time and training will reward him with his share of muscular fame. These beautiful photographs are by Anthony Guyther. •

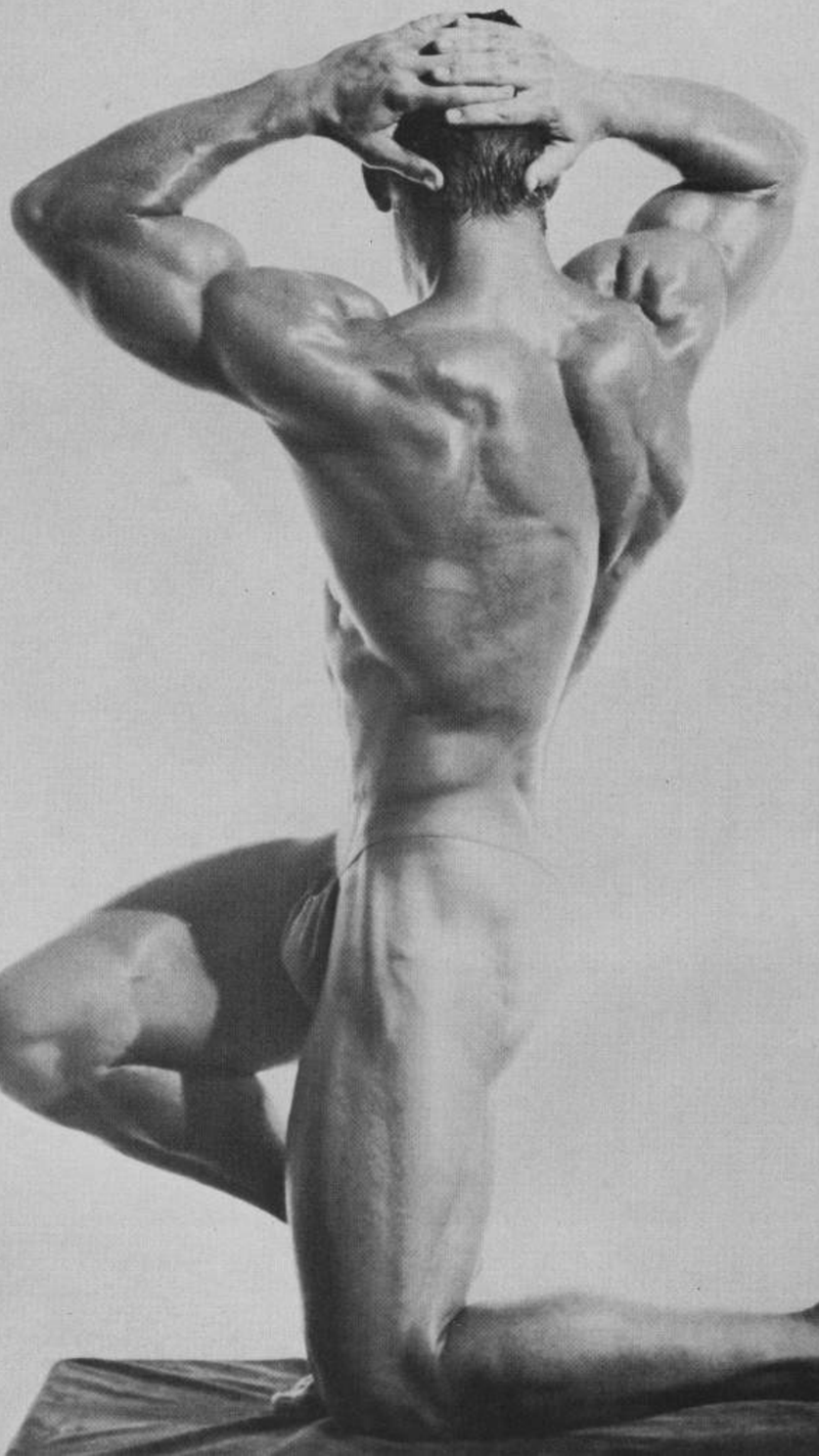


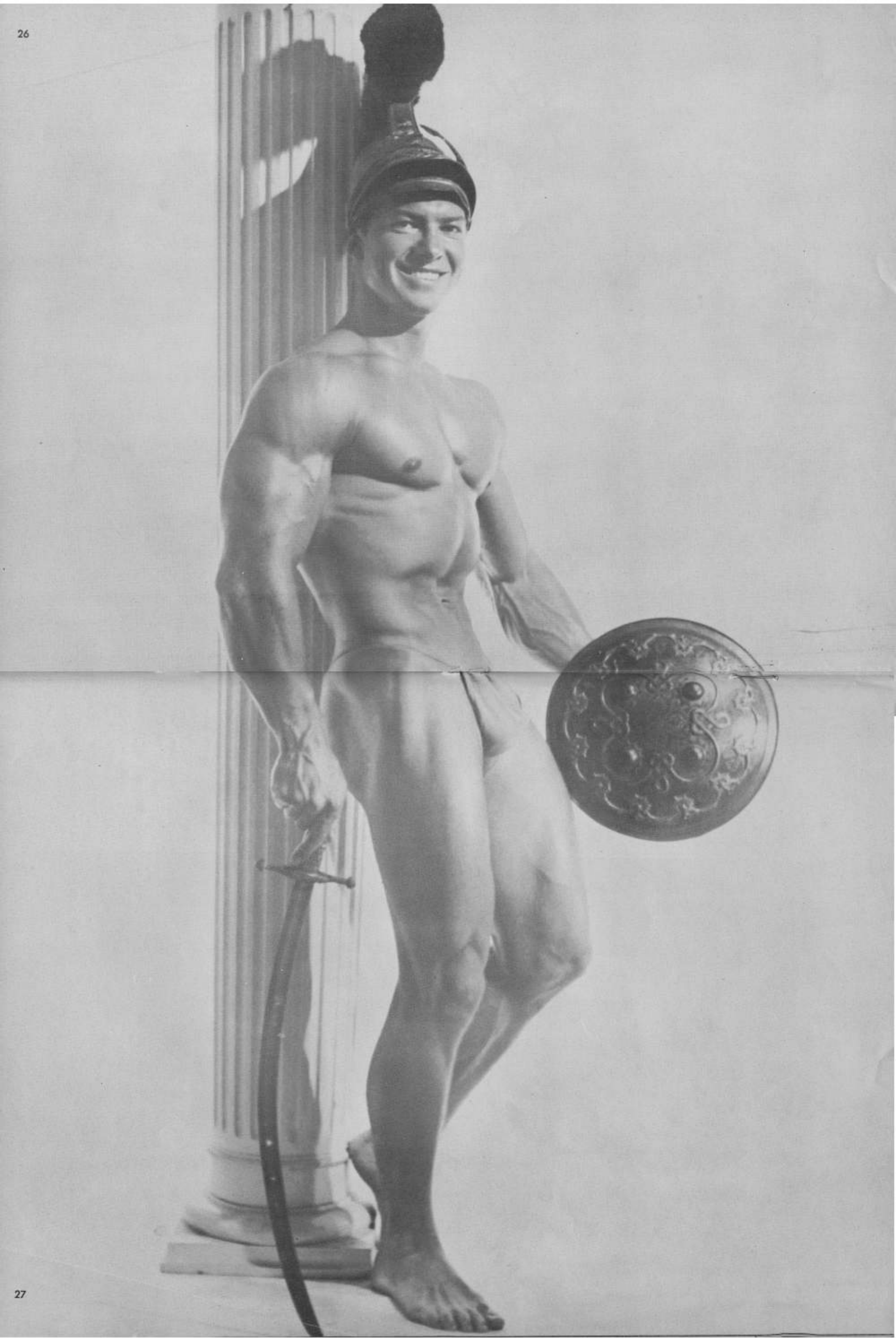


## GREAT SCOTT!

★ These breathtaking studies of Larry Scott—by Milo—are both real and illusionary. In them Larry suggests both a handsome young Roman gladiator (probably a fugitive from a Steve Reeves movie), and a furious young Jupiter down from Mount Olympus for a little thunder-bolting. (They never had it so good on Olympus!)

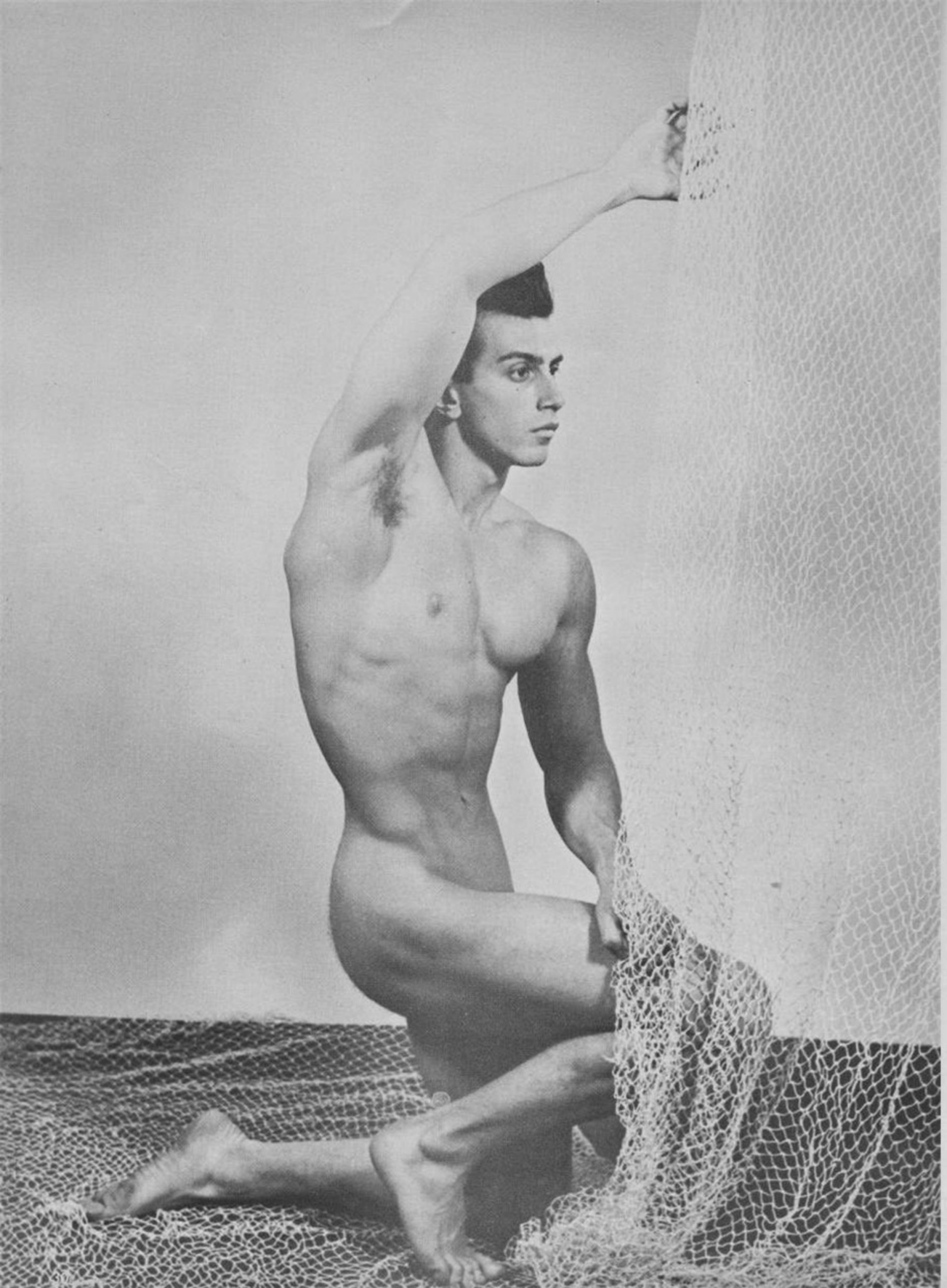
But no matter what his costume—or lack of it—nor from what angle one views the magnificent Scott physique, Larry's a real, live, jenuwine demi-god, and we're lucky to have him around!

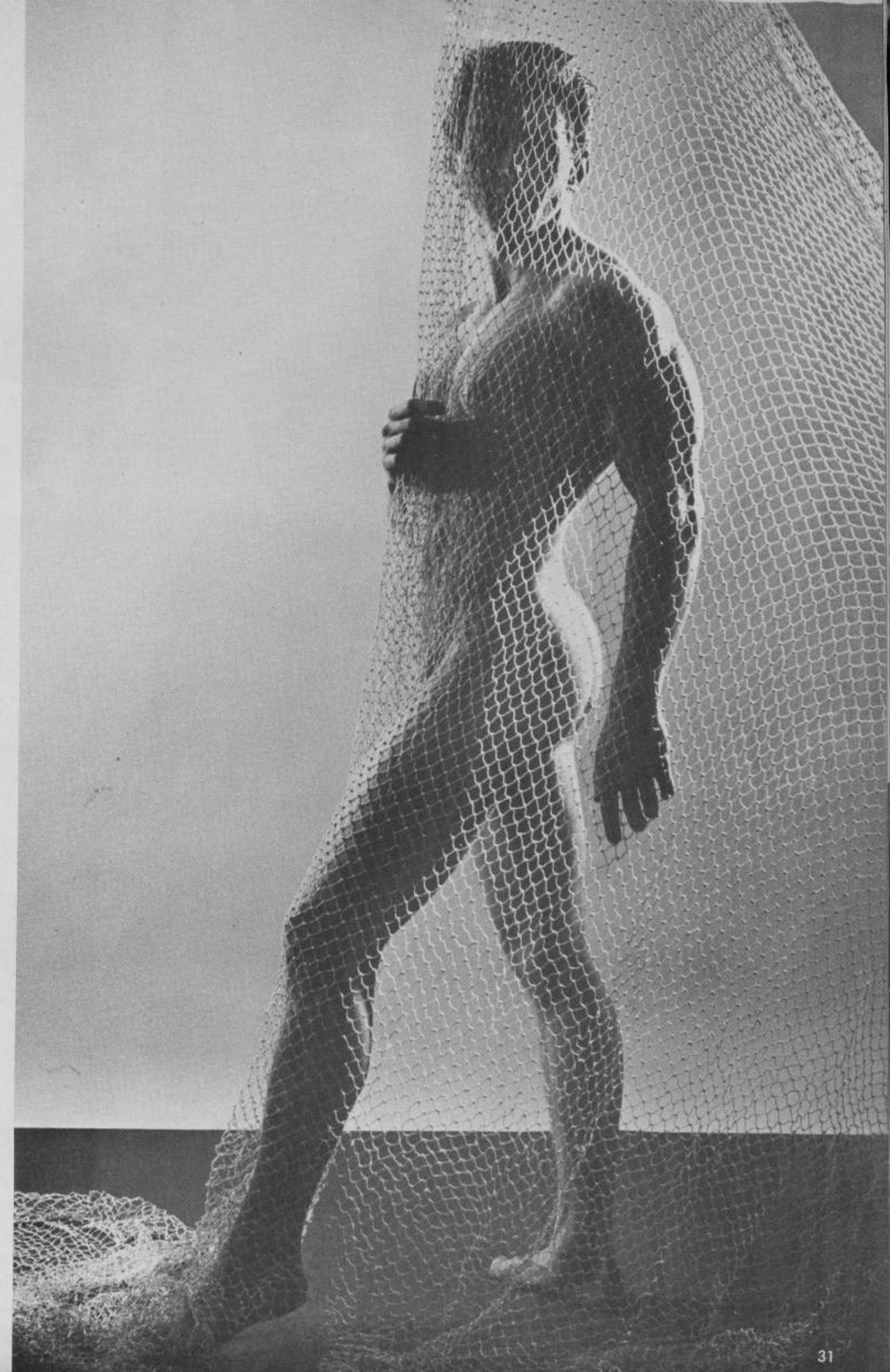




# THE DAVIDEANS

★ The most commonly emulated of esthetic physique poses is a frequent restatement of Michelangelo's **David.** Many try and few succeed, but one who does is popular Jean-Charles St. Mars whose lithe, perfectly-balanced physique closely approaches the Davidean ideal. Along with two photographs of "the Saint" we have included two of another young Davidean—Bob Karan—which show his classic physique at its statuesque best. •





# A YOUNG APOLLO

★ If fan mail from **many** is a true indicator of **all** our readers' preferences in physique types, then Apollos are most in demand. One bodybuilder who expresses the Apollonian ideal so magnificently is Jim Alexander. At a height of 5' 10" and weighing 165 pounds, Jim has such controlled articulation of his muscles that he really looks like a masterpiece of Greek sculpture brought to life. These excellent photographs of this young Apollo are **by** Apollo (who else?). •

# DEMI-GOD AT PLAY

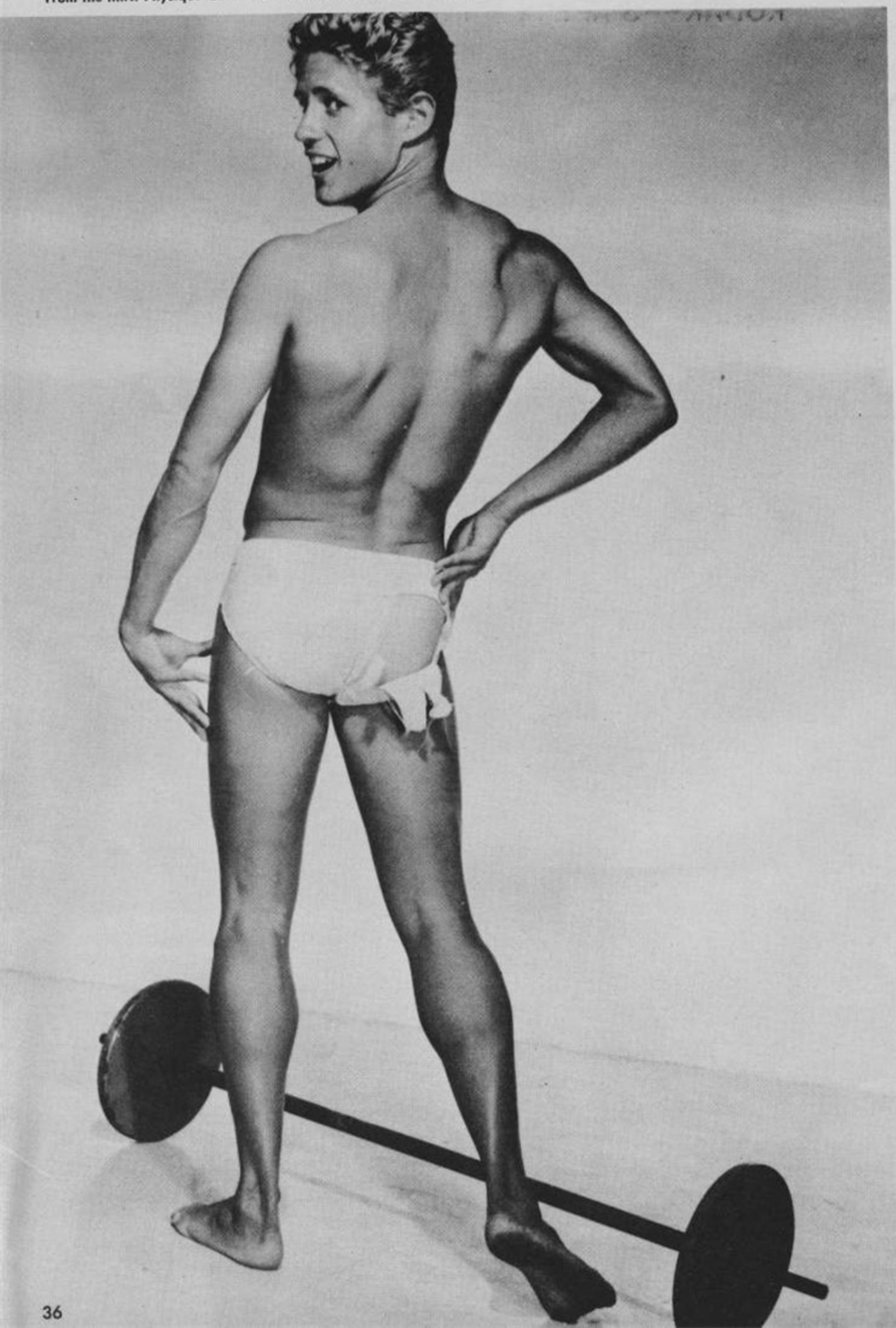
★ "Have fun with your workouts . . . your work . . . play . . . in everything you do," advises Mark Nixon. "Otherwise you can become a very one-sided personality."

Here's Mark in a variety of poses showing his lithe, flexible muscularity and evidencing the enjoyment he finds in all kinds of physical action. Some of these photographs were incorporated into Mark's Physique Calendar, which graphically proves that he's as versatile as he is muscular. •

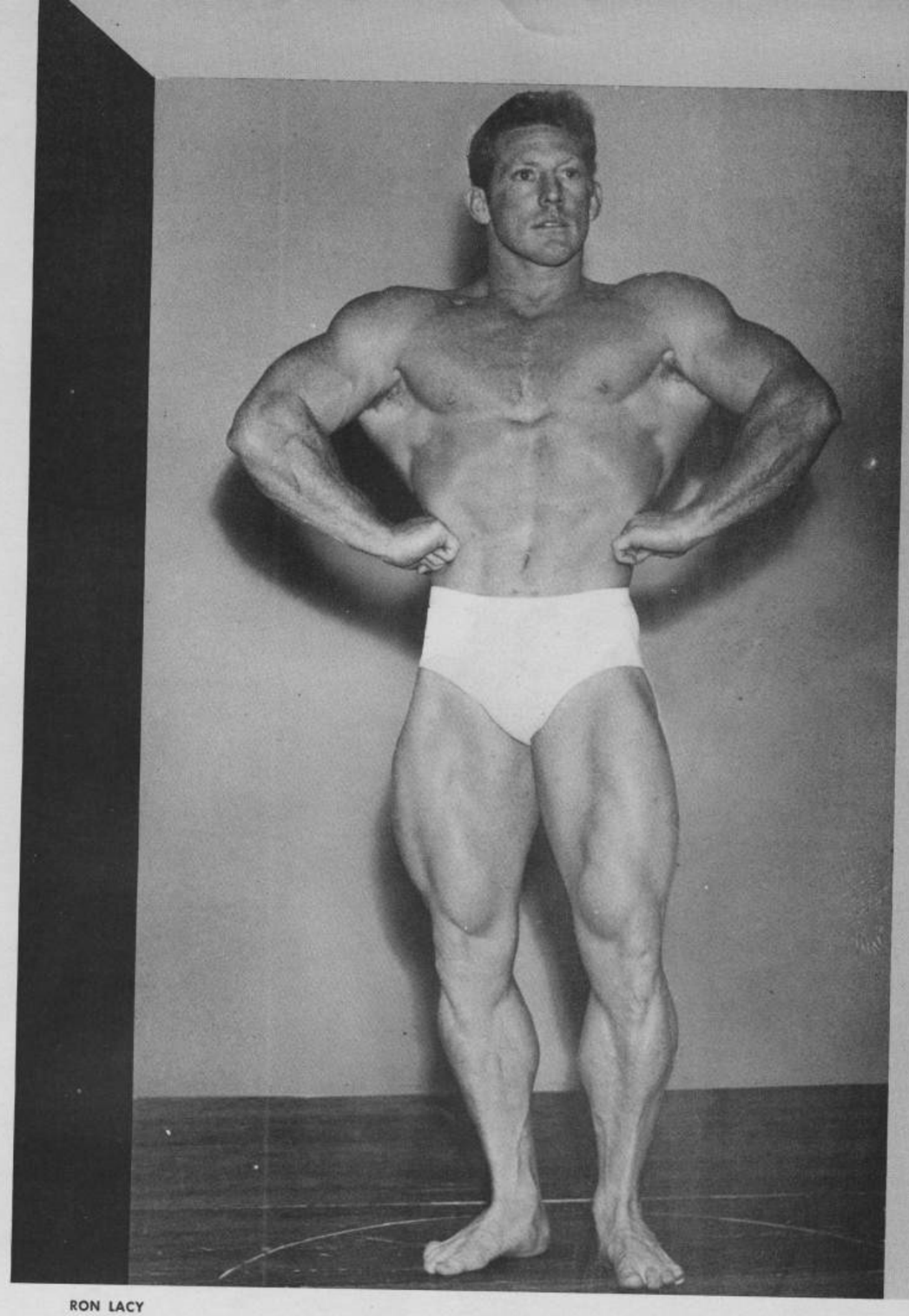
From the M.N. Physique Calendar—
*"Turkey Day"* (But where's the bird, Mark?)

"A-painting I will go," says Mark. "And it's fun, too!"

From the M.N. Physique Calendar—*"June Is Bustin' Out All Over!"*



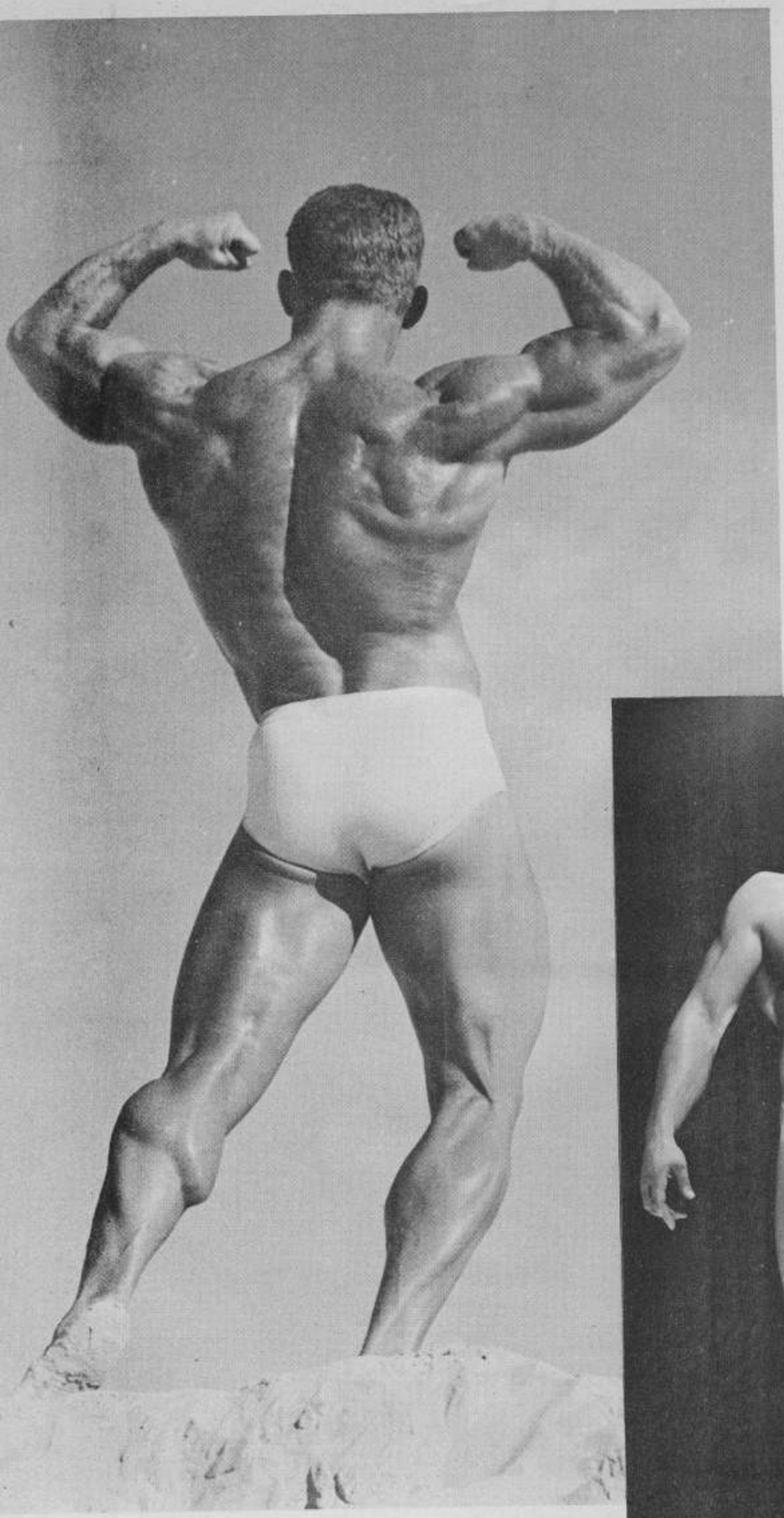




RON LACY

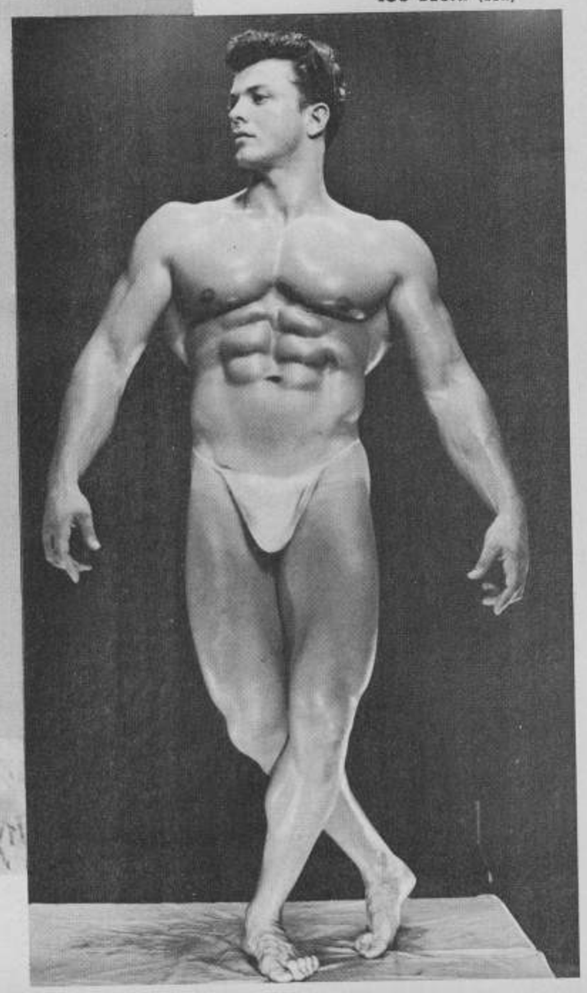
## HERCULEANS ALL!

★ For the many members of our readers' circle who urge us to present models with more massive builds we have chosen four young Herculeans this month. Although by now you are well acquainted with Ron Lacy, Lou Degni, Dick Dubois and that greatest Hercules—Steve Reeves—we think you will enjoy seeing them again in these unusual photographs, many of which have never been published. •

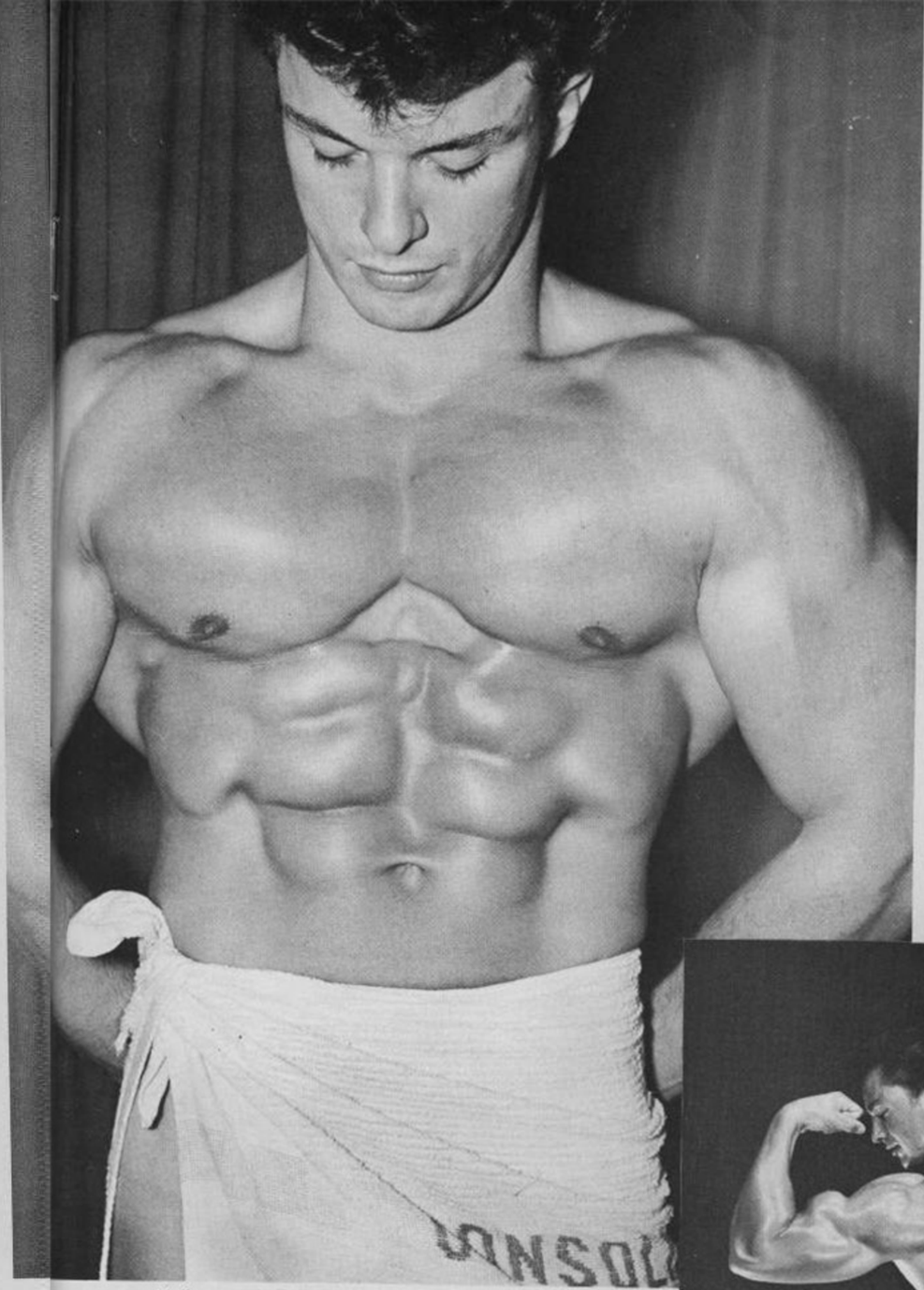


Ron's rugged back
has muscles like
cabled steel!

LOU DEGNI (Lon)

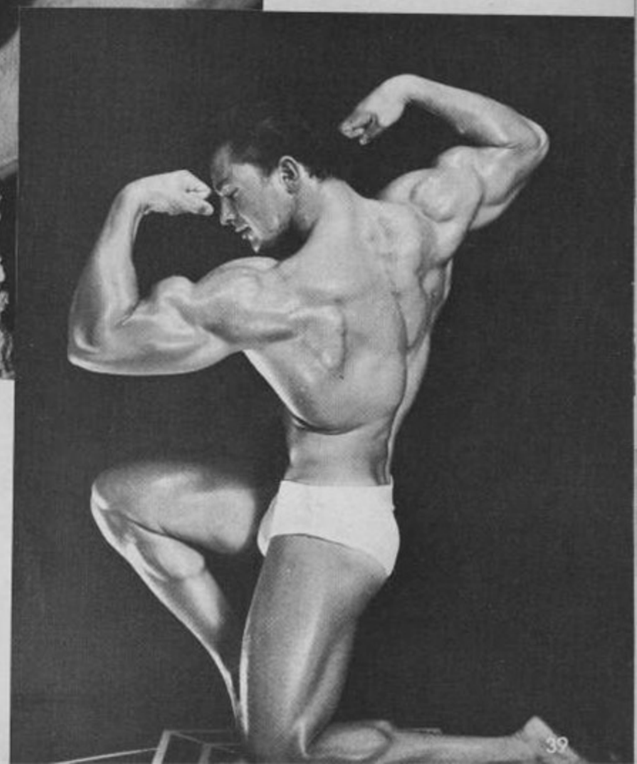


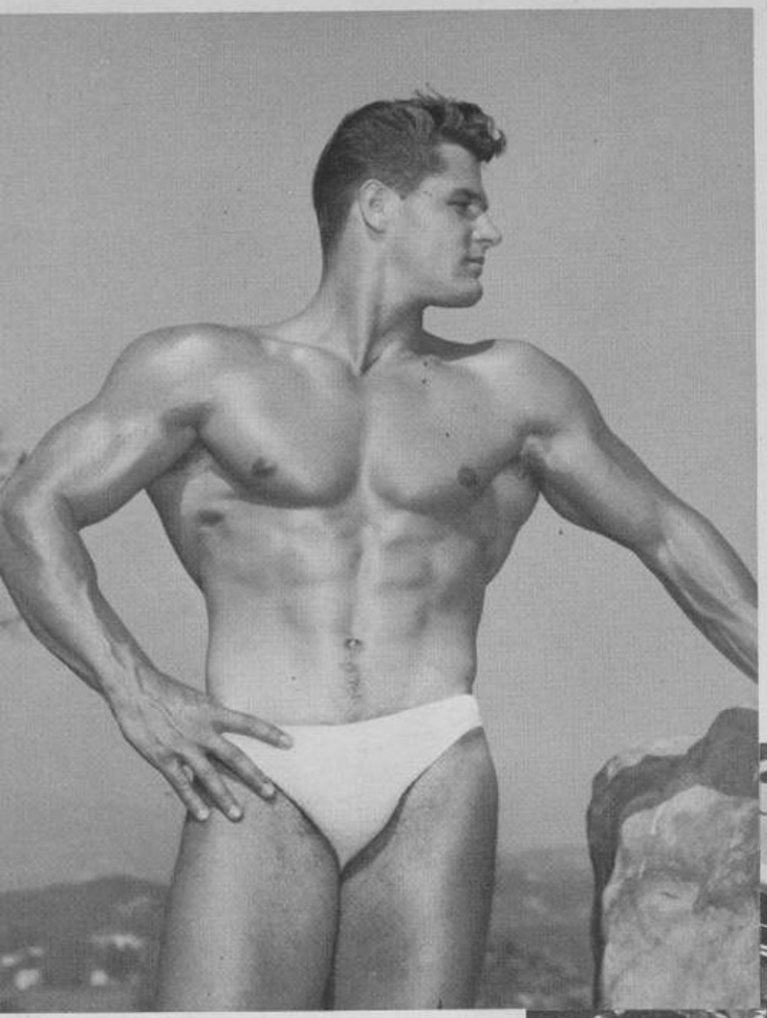




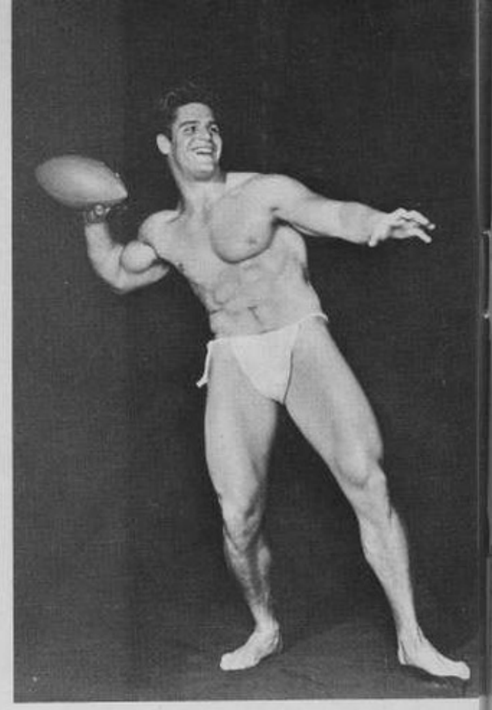
A close-up of Lou's famous abdominals which also shows that famous lat spread from the front.

Lou has the widest lat spread of any bodybuilder.

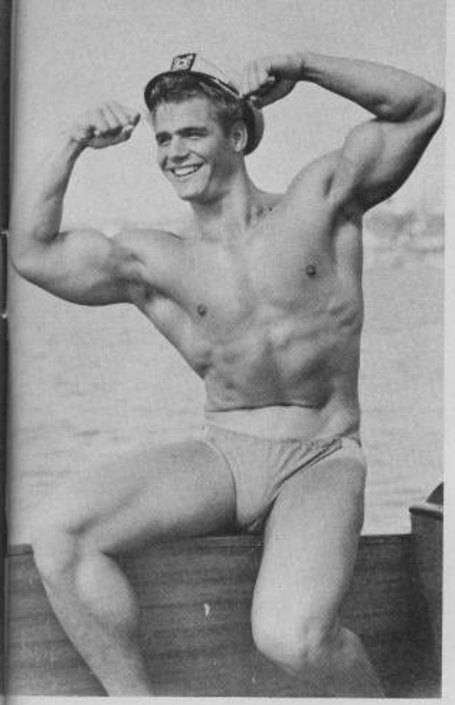




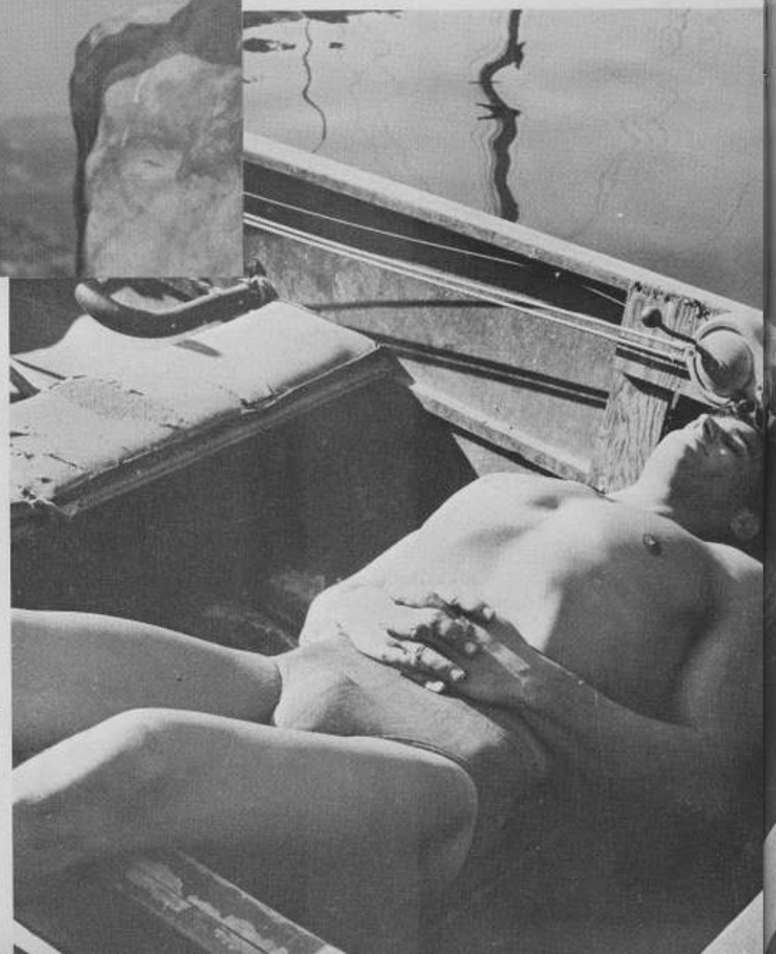
**DICK DUBOIS** (*Athletic Model Guild*)



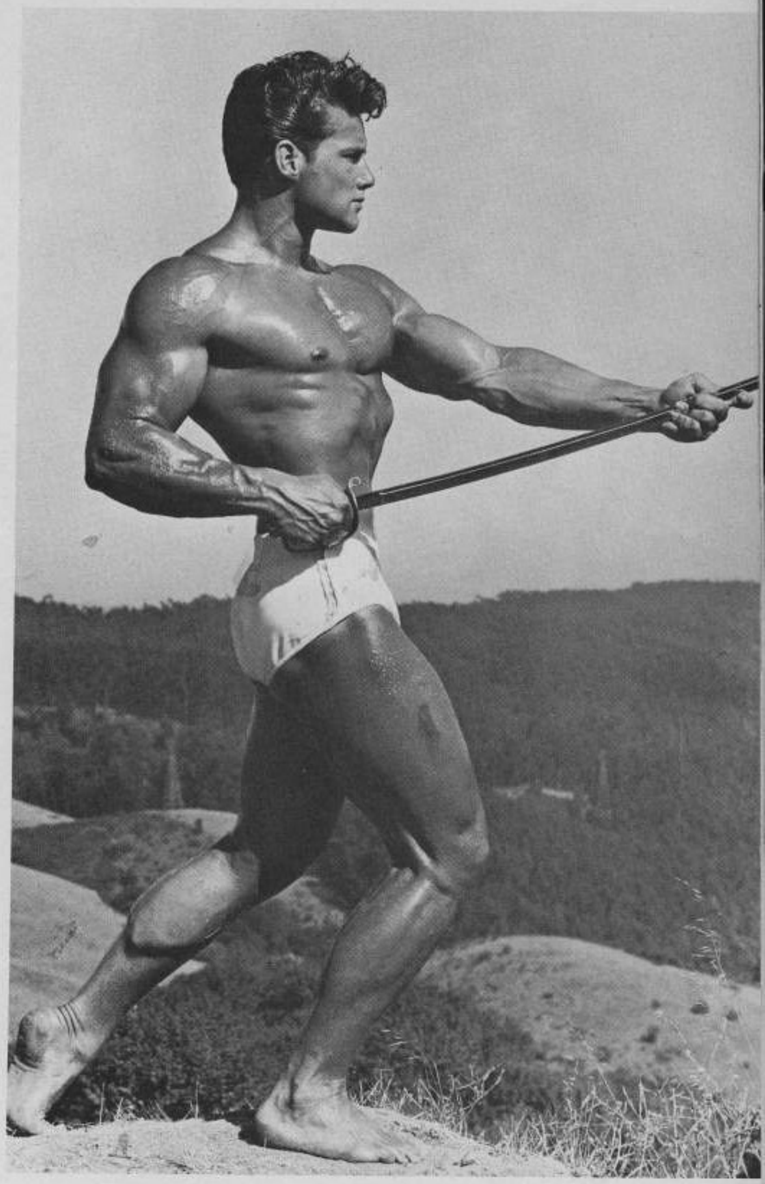
Dick is an all-around athlete who starred in football.



Landlubber Dick takes to the sea for a day of fun in the sun.

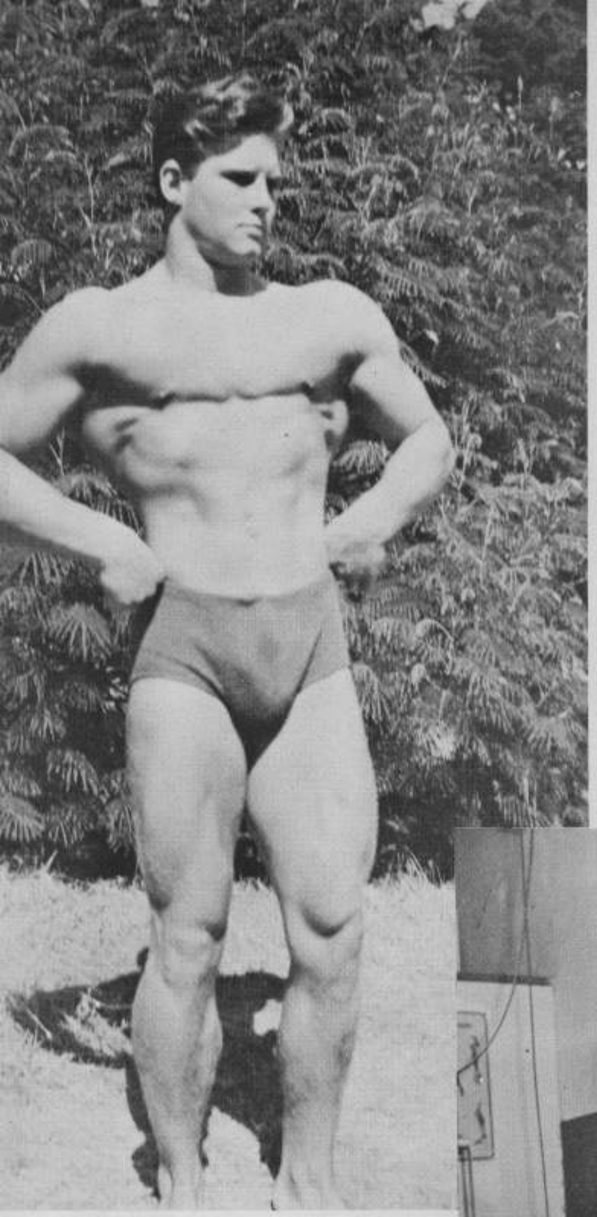


The lull of the waves is too much for Dick so he's catching forty winks.

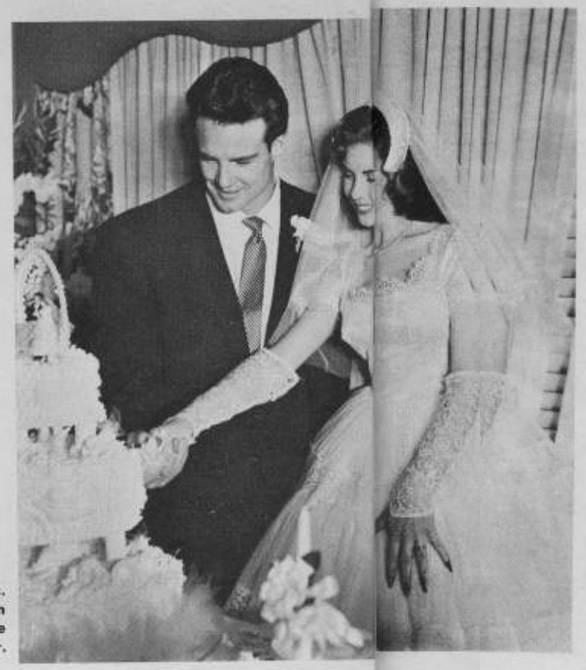


Everyone's favorite Hercules—

**STEVE REEVES**



Steve at 16 showed even then his remarkable build.



A happy occasion was this. Steve and Sandra Smith on their wedding day. They were divorced a short time later.

Idol of small fry the world over, Steve is never too busy to encourage youngsters in the sport of bodybuilding.

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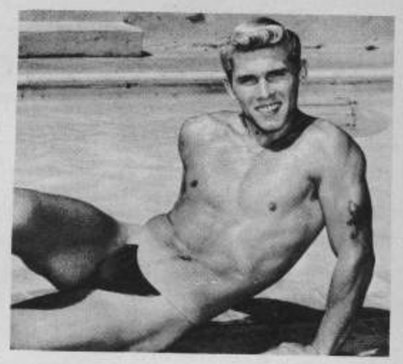

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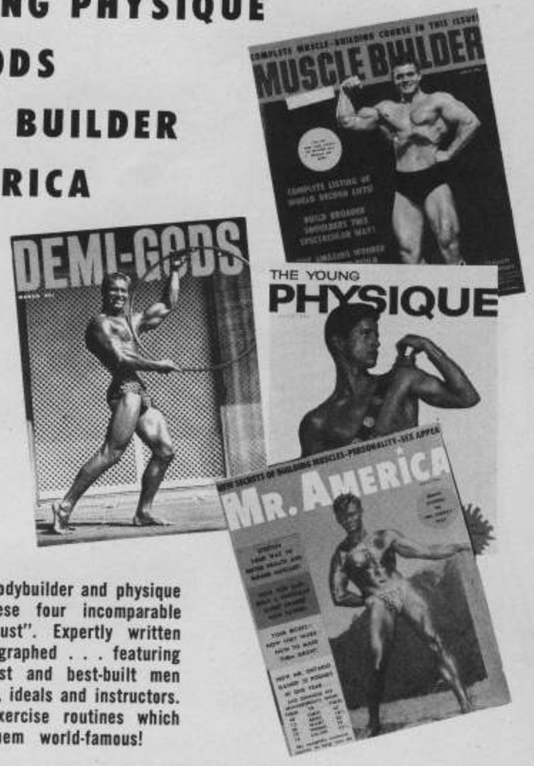


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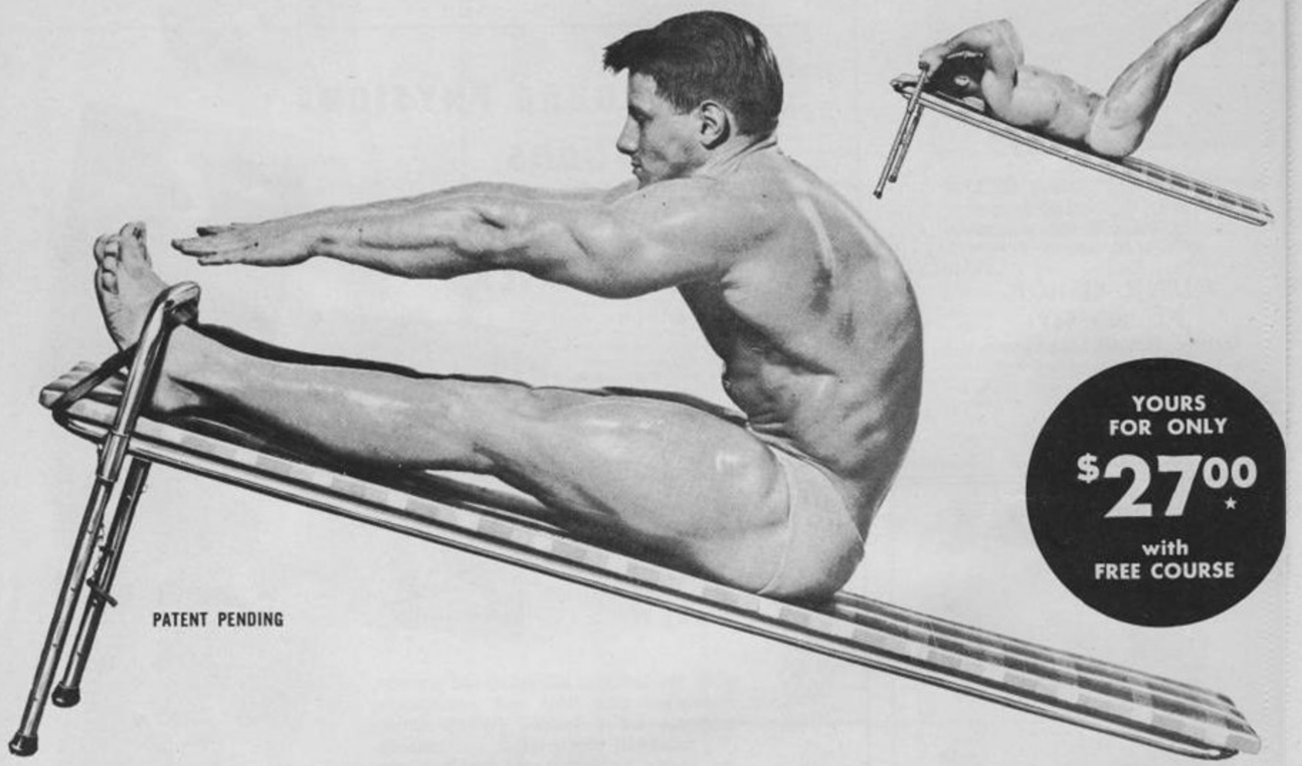

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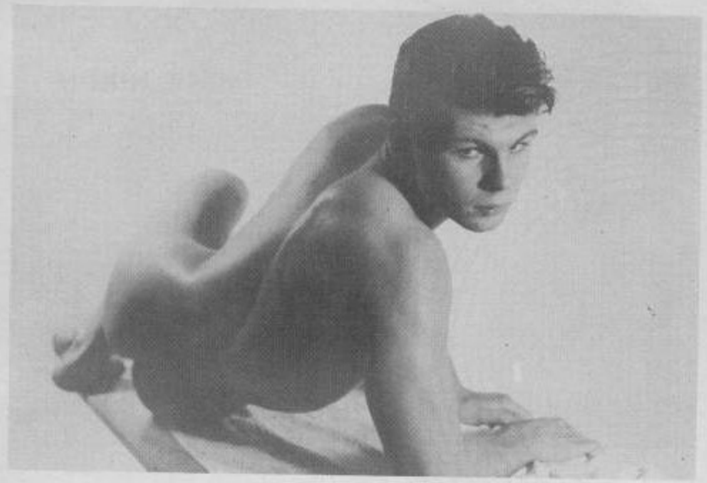

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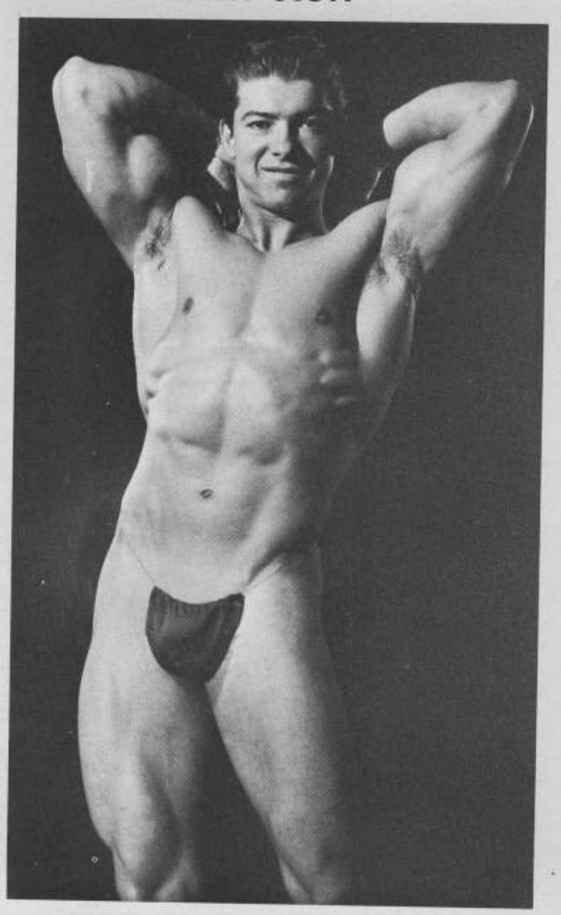

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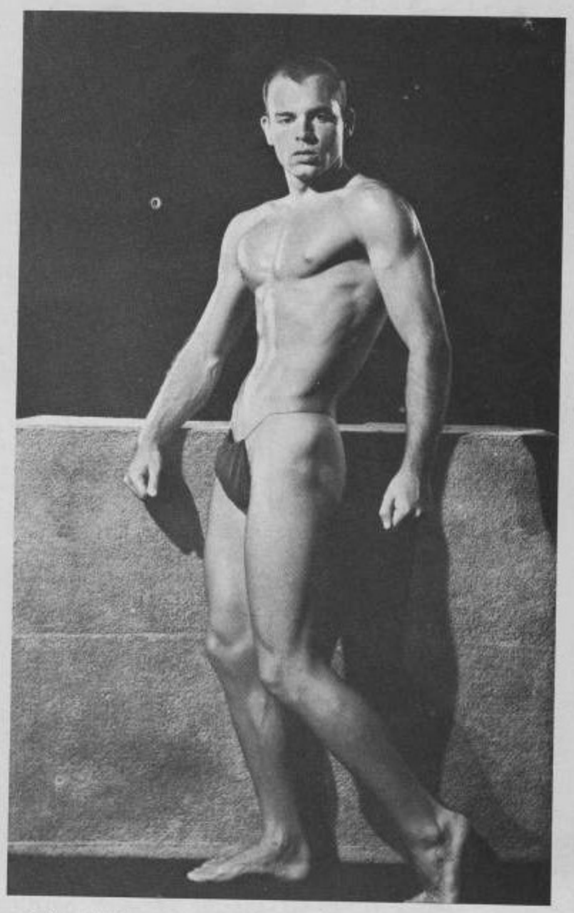

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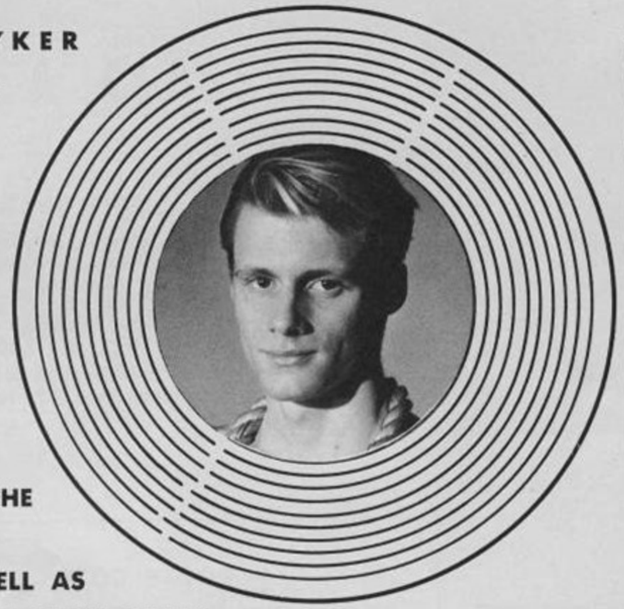

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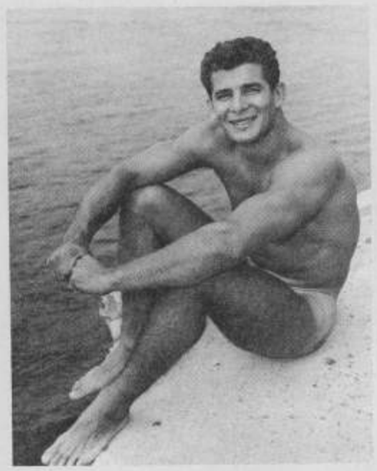

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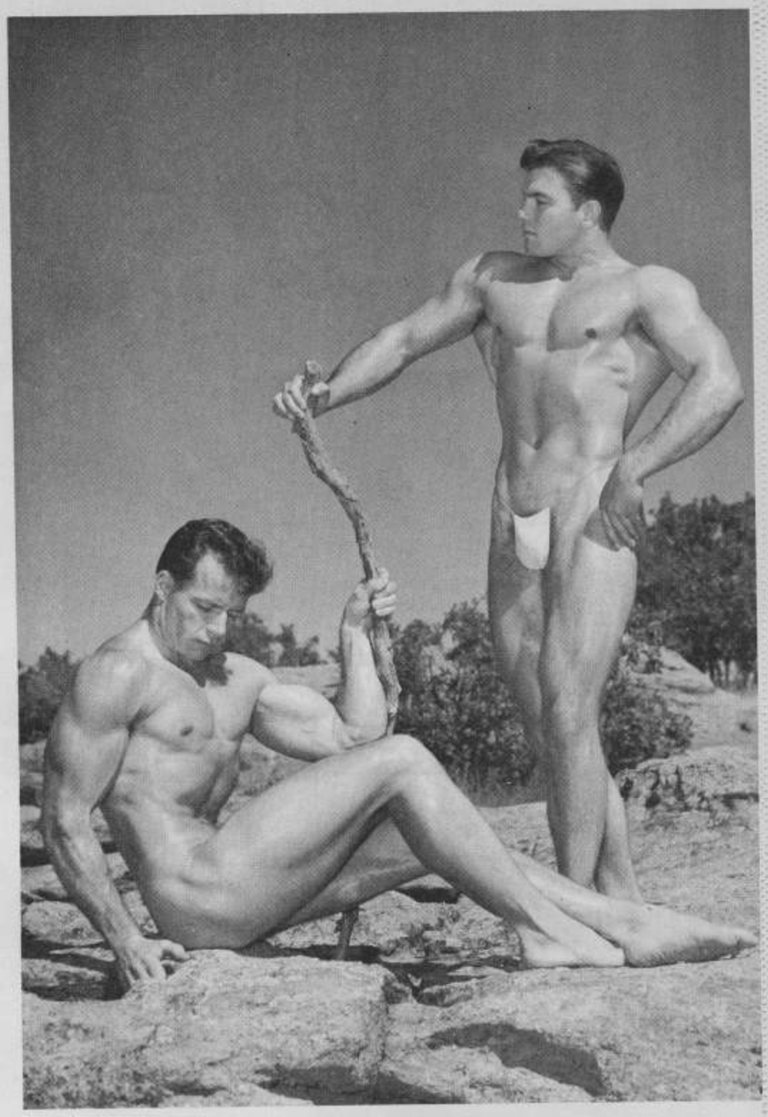

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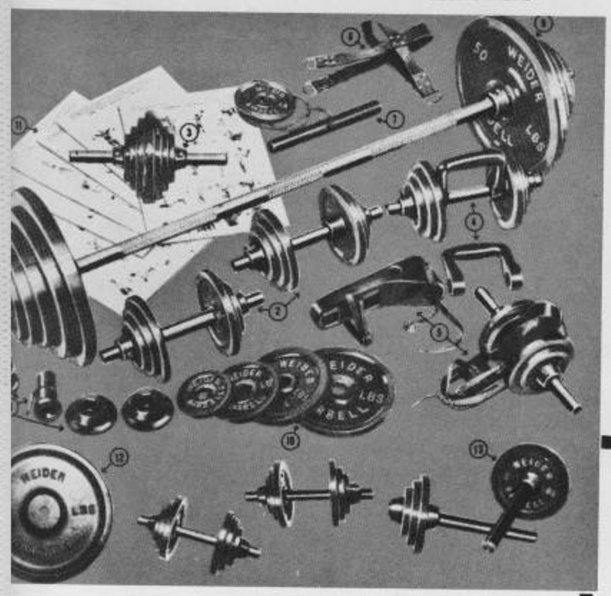

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| ☐ Duals In The Sun (Hill-Godbout) | ☐ Black & White | ☐ Color |
| ☐ The Iodine Indian (Cliff Dollard) | ☐ Black & White | ☐ Color |
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